

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*

VOL. CLXIX, No. 2

NEW YORK, OCTOBER 11, 1934

10C A COPY



*J H E M E S O N G*

## "The Forgotten 60"

*J* THE songs you remember sprang from the heart of the composer. The advertising themes you remember spring from the heart of the product.

*J* Calox Tooth Powder, made by the century-old House of McKesson & Robbins, is a dentifrice with a difference. Besides the usual benefits of cleaning and whitening exposed parts of the teeth, it *penetrates* to hidden surfaces that other dentifrices cannot reach.

*J* Into the crevices between the teeth, where decay germs breed, Calox sends purifying oxygen in a foam of tiny bubbles. Cleansing these 60 unseen surfaces is a major victory in the battle against tooth-decay.

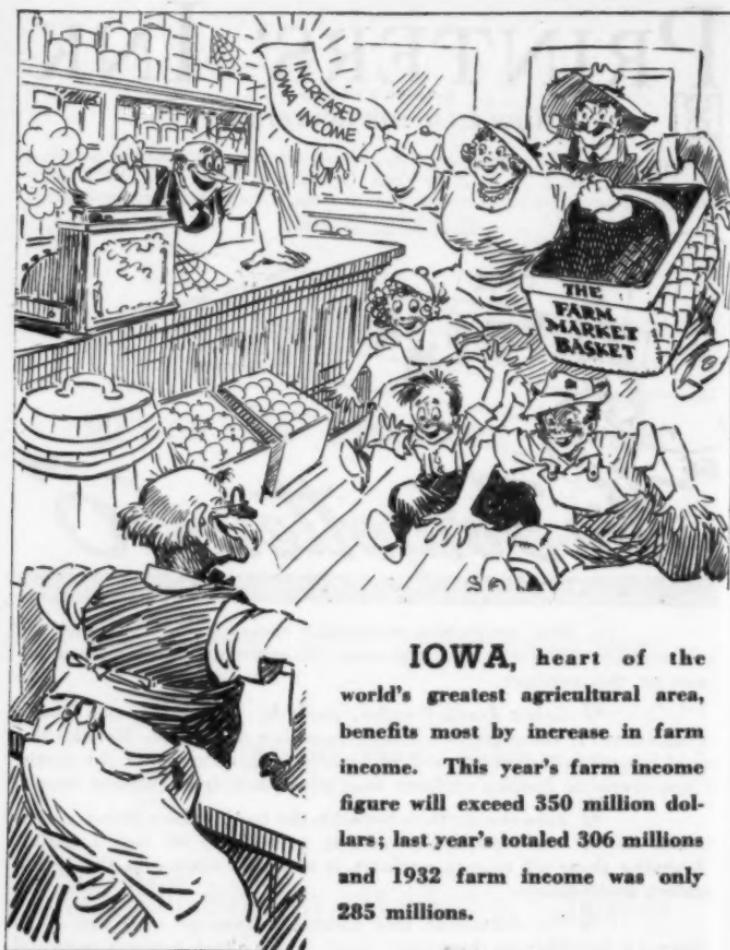
*J* To dramatize this unique advantage of Calox — to impress it indelibly on the public mind — was a task recently assigned us. And the theme of "The Forgotten 60" has already begun to register its effect in a mounting volume of Calox business.

*J* One of the keenest pleasures in advertising is to translate the outstanding quality of a product into sales through the medium of a forceful phrase.

## N. W. AYER & SON, INCORPORATED

*Advertising Headquarters* WASHINGTON SQUARE, PHILADELPHIA  
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

Oct. 11, 1934



**IOWA**, heart of the world's greatest agricultural area, benefits most by increase in farm income. This year's farm income figure will exceed 350 million dollars; last year's totaled 306 millions and 1932 farm income was only 285 millions.

## Des Moines Register and Tribune

**Quarter Million  
Circulation**

### BUSINESS observers

point to Iowa as the nation's bright spot during the next six months. Alert advertisers know that the surest, most direct way to reach well-to-do Iowa families is through the quarter million circulation of *The Des Moines Register and Tribune*.

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# PRINTERS' INK

NEW YORK, OCTOBER 11, 1934

## This Week

### WHEN advertising flops—it doesn't.

Of course, there have been instances—and some of them so widely talked about that they have taken on the mellowness of legend—in which advertising has taken the blame. There have been instances in which advertising, as if it were something like bad weather, has been made the scapegoat.

But Robert W. Palmer wondered what the real causes were; and so he got in touch with what he calls a "varied assortment" of advertising and sales executives and asked them to tell, *sub rosa*, about their own advertising failures and about failures concerning which they knew the facts.

And what did he find? Well, sir, you'd be surprised. Or maybe you wouldn't. But among the real reasons behind so-called failure were these: jealousy; lack of co-operation between the engineering and the advertising and sales departments; sacrifice of quality to meet a price; wrong timing; disagreement about major claims, and the parsimony of branch managers.

Mr. Palmer argues with no one, not even with himself. His findings, speaking for themselves, scarcely can draw forth rejoinders. Otherwise, however, this week's P. I. might almost be called the Rebuttal Number. And a right lively time we have, too.

F. J. Ross, chairman of the board of Fuller & Smith & Ross, Inc., steps to the lectern to say that Lee Bristol's strong remarks (P. I. September 13) about agency compensation didn't go far enough. Service—special kinds of service—a growing number of kinds of service—there is the rub. The remedy?

A system, Mr. Ross answers, by which the agency may be rewarded, equitably—and not inflexibly—for its manifold contribution to the client's success.

Then there's this matter of advertising censorship as it might be applied (see Haase & Digges, P. I., September 27) by the advertising medium. Don Bridge, advertising director of the New York *Times*, cites instances in which careful newspaper actually has wielded censorship, yet points out other possible instances in which the medium's exercise of quasi-judicial power would lead into embarrassing difficulty.

Answering a proponent of State registration for the protection of trade-marks, Hugo Mock, of the law firm of Mock & Blum, concedes that, on occasion, his own office has prescribed State regulation, but articulates the opinion that "to advise wholesale State registration of trade-marks is like advocating hail insurance in the Sahara Desert." In his support, Mr. Mock marshals a special bulletin of the New York City Bar Association.

In answer to no one in particular, but to the liquor trade in general, an anonymous protester, who's pretty mad, warns the distillers to cut out sending sales literature to college students. Besides, he thinks it will be mighty bad to permit the sellers of liquor accessories—including drinking clothes—to proselyte liquor, even indirectly, to adolescents in general.

Less militant than an out-and-out crusader, L. E. Barnes, sales

Oct. 11, 1934

manager of the Benedict Manufacturing Company, pleads for the return of the old-time jobber. One of the handicaps of distribution, Mr. Barnes insists, is that the present-day jobber is too much a manufacturer's agent and too little a distributor.

\* \* \*

**The way to sell a Big Shot—** and this on the word of John J. McCarthy—is to approach him exactly as you would approach a little shot. But watch out for trapdoors. This counselor names names—Schwab, Brush, Kaufman, Ritchie, Tammen & Bonfils, Durant, and Al Smith.

\* \* \*

H. Austin Lengs, export manager of the Oak Rubber Company, explains five tested methods for getting and building foreign business. Profit-conscious executives will profit by what he has to say on such matters as foreign credit.

\* \* \*

Begging pardon for his Latin accent, T. Harry Thompson, who supervises copy at Ayer, admonishes copysmiths to look out for old *Cui Bono*. *Cui Bono*'s other

name is Flaw-Picker. He kills ideas, at least some of which are good. But don't let his bludgeoning bother you. Skip it.

\* \* \*

At last the truth is out; in simple style H. P. Hood & Sons, Boston dairymen, disclose, in advertising, just what Grade A milk is \*\*\* the American Hair and Felt Company dramatizes fifty-two years of service to the railroads.

\* \* \*

This week's editorials indicate where to build the bridge between advertiser and consumer, suggest the automatic antidote for nudism, bid farewell to General Johnson, speak sharply to the building business, and pay tribute to our half-centenarian - in - advertising, Sam (Dr.) Leith.

\* \* \*

The Schoolmaster discourses on: a copy tie-up between Odo-ro-no and returned dresses; two unusual books; side-line opportunities in New York State's milk drive—and whatever else that, after the writing of these lines, may pop into his head.

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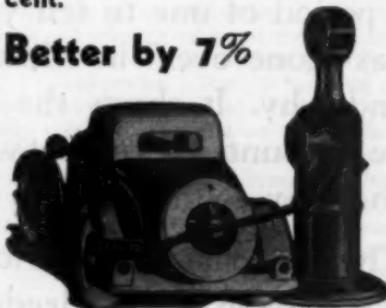
## Automotive Registrations

**6,322 Ahead of 1933**

RHODE ISLAND registration of passenger cars and trucks numbered 140,086 in the first nine months of this year . . . showed a gain of 6,322 vehicles or 4.7 per cent above the 133,764 total for the same period of 1933. New car sales for the first eight months of 1934 show a gain of 22.9 per cent.

### Gasoline Sales Better by 7%

During the first eight months of 1934 gasoline sales in Rhode Island amounted to 72,222,000 gallons against 67,585,000 gallons in the corresponding period last year . . . an increase of nearly 7 per cent. July accounted for sales of 11,681,460 gallons, the biggest month's business on record. For those who seek an active automotive market Rhode Island offers exceptional opportunity.



**Providence Journal & Bulletin**

C. H. EDDY Company, Boston, New York, Chicago  
P. L. RIDWELL Company, Toronto, San Francisco, Los Angeles

Oct. 11, 1934

## "Try-Out" Market with Hazards Charted

MANY markets in America may meet the requirements of a good proving ground for a new product. But Milwaukee offers an advantage as a "try-out" market which is not duplicated anywhere.

The "Consumer Analysis of the Greater Milwaukee Market" supplants estimated potentials with facts. It gives figures on actual consumption, users, and dealer stocks for scores of products and thousands of brands over a period of one to ten years. It shows what has "gone over" in Milwaukee, what hasn't, and why. It charts the hazards which may be encountered by a new product and shows the way to maximum consumer response.

The newspaper set-up is ideal, too. The Journal has proven to hundreds of advertisers that no other paper is needed to sell Milwaukee.

### THE MILWAUKEE JOURNAL

FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

# When Advertising Flops

**It Does Flop Sometimes, as These Tales Told Out of School Show, and Here's Why**

By Robert W. Palmer

ON August 9, Cy Norton, manager of sales promotion of the Strathmore Paper Company, had an article in *PRINTERS' INK* telling about "Missed Sales Opportunities." He outlined seventeen separate and distinct stories of flat failure—instances of where advertising and sales effort had not brought in business.

After reading Mr. Norton's intriguing story, I wrote to a varied assortment of sales and advertising managers asking them to tell, off the record, of course, of any of their advertising or sales promotion programs that had failed to deliver. Or, if no such failures had occurred in their own business, they could tell of such happenings in other businesses.

I received many more replies than I expected. Apparently, sales and advertising managers do not, after all, regard advertising as a sacred thing which must always be above suspicion—and which never must be criticized, even in a low breath, unless the critic wants to reconcile himself to being lined up against a blank wall and shot at sunrise.

The net result of my canvass was an astonishing showing of why advertising does not always do the job that is expected of it.

And the component elements of the failures—according to these tales told out of school—include jealousy, lack of co-operation or something worse from another department, lack of capacity of the man higher up, failure of the product to live up to the claims made for it, and so on.

It is not as a scandalmonger that I relate these failures. Neither have I any inclination to gloat over anybody's misfortune nor hold him up to scorn because of his mistakes. But such misuses of advertising are so tragically unnecessary that per-

haps an anonymous recital of them here may make it less likely that they will be repeated elsewhere.

Here, therefore, are eight stories of failure—all true, accurately told and carefully disguised as to source—that are hereby sent out into the world as orphans for the simple reason that nobody will own them:

Case number one tells of the failure of an engineering department to take the advice of the sales and advertising departments in styling and pricing a line. It happened in an organization which had an excellent reputation as a manufacturer of a certain kind of equipment. Obliged to branch out into a somewhat different line because of a change in consumer demand, the company's engineering department took the attitude that the public would buy what it offered, regardless of right pricing or styling. It went ahead with plans entirely independent of the sales department. In fact, the engineers were quite secretive about what was to be offered until models were built and the prices set.

Meantime, the sales department had succeeded in getting thousands of dollars' worth of orders without being able to give the distributors

Oct. 11, 1934



WHEN BETSY ROSS sewed together bright pieces of cloth to form the first American Flag, she gave the young nation nothing more than a design.

The flag became Victory only after victories had been won under it. It became Liberty after children

grew up under it in peace and liberty. It became something to die for after men died under it.

Yorktown, the bombardment of Fort McHenry, Gettysburg, Manila Bay — each embroidered a substance into the bright bunting. Through the glorious repetition



Art Education Press, Inc.

ments, the flag grew into a great idea, radiant with emotion . . . and Glory.

ALL IDEAS, in advertising and out of it, become important through repetition.

Take the best advertising idea ever conceived, put it into one advertisement, and the effect is nothing. Take a relatively poor idea, and put it before the people often enough, and it will present

ently gain dignity and convincing force.

This is not an argument for poor ideas, but for the searching out of an idea so deeply rooted in human need and emotion that it will stand up year after year, and add the force of repetition to its original force.

The magazines and newspapers are full of the works of advertising fritterers. Some have good ideas in them, but tomorrow's hunch blanks out the memory of today's. They are like a novel that never gets anywhere beyond the first few thrilling sentences. If the American Flag were changed every year, how many would rally to the colors?

**T**HIS AGENCY believes so firmly in the power of good ideas repeated that it is appalled by such advertising. The practice of J. Walter Thompson Company for years shows that the right idea can be kept constantly fresh and appealing, without a change in basic position. The values which accrue from this practice are shown plainly in the sales records of clients.

Continuity of advertising was the first hard lesson learned by advertisers through years of bitter experience. Continuity in advertising is scarcely less important.

**WALTER THOMPSON COMPANY**

and dealers even a faint idea of what the new models would look like or would sell for.

Then came the day of the great unveiling of the new line, with the sales and advertising departments as much in the dark concerning it as were the distributors.

Instead of the expected enthusiasm, there was a distinct feeling of disappointment. The models were clumsy and unattractive, prices out of line and, worst of all, when the samples were delivered to distributors the mechanical features proved to be so poor that complaints came in immediately from dealers. This was followed by cancellation of orders and where the sales stuck there was a great deal of expense involved to keep the company's distributors and dealers happy.

That was a good year in the industry at large, but it was a complete flop for this particular manufacturer and within two years the company was out of business.

Reason: lack of liaison between engineering, production and sales departments resulted in quick disaster.

**Case number two** is that of a sales manager who insisted that quality of product be reduced in the hope of building up volume. The company is outstanding in its field, has a good executive personnel, good salesmen and, in fact, a good record generally. Its very excellence acted as a boomerang when the quality of its product was materially reduced at the sales manager's insistence.

Consumers were quick to find out that they had bought something that was not up to standard and the merchandise came back upon the manufacturer in huge quantities. Added to the thousands of dollars which were lost in returned merchandise, there were many others, invested in advertising and sales effort, that were wasted. And the competition of this manufacturer has materially benefited.

**Case number three** is quite remarkable in that it tells of internal jealousy working continually for four years against an extension of

advertising before it finally ended with the dismissal of one of the principals involved.

An advertising manager had been employed by the president and secretary of this company without consulting the sales manager, who they knew was opposed to any expansion of advertising effort.

During the first year under the new régime added advertising effort was confined to one State, where State farm papers were used, a trade paper or two and some direct-mail advertising.

The first year of advertising was responsible, in part at least, for an increase of sales in that State amounting to \$50,000, while the company's business in the adjoining States showed an average decline of 20 per cent. In the succeeding years similar campaigns were added in nearby States and comparable results were achieved.

Two States may be taken as a fair example of what was accomplished because of the advertising. The first year's volume of business was placed to \$60,000 as against \$19,000 the year before. Within seven years the volume of business in these two States had actually increased to \$721,000.

However, that is getting a little ahead of the story. Of chief interest here is the fact that the sales manager refused to give any credit to advertising and contended that States had been selected which were most susceptible to sales increases—in spite of the fact that tabulations showed materially increased volume in all territories where advertising had been used and only slight increases in the other territories were to be noted.

At every step of the way this executive did everything in his power to interfere with the advertising procedure. In one State, in fact, where the necessity of employing an extra salesman to take care of the added business was indicated, he refused to see the need at all and finally the advertising manager was instructed by the head of the company to add a salesman on his own responsibility.

Of course, such a situation could not exist forever and, as stated  
*(Continued on page 96)*

Self-Medication

has brought a natural treatment and  
cure to many cases of bed bugs.  
It is safe, effective and  
wholly natural.

For more information  
call or write:  
**THE BED BUG BUREAU**

## SCORE CARD

	THE SUN	JOURNAL	WORLD-TELEGRAM	POST
FIRST	23	8	7	0
SECOND	11	4	23	0
THIRD	4	23	7	4
FOURTH	0	3	1	34
TOTAL	38	38	38	38

An analysis of the 38 important classifications of advertising as reported by Media Records shows that among New York evening newspapers The Sun was first in 23, second in 11, third in 4 and fourth in none. The Second evening newspaper was first in 8 classifications. Among the classifications in which The Sun led are Total Space, General, Retail, Automotive, Financial, Department Stores.



*The Newspaper of Distinction in its Readers, its News and its Advertising*

**NEW YORK**

# Fights Self-Medication

New Squibb Institutional Campaign in Magazines and Newspapers Backed by Appropriation of More Than \$2,000,000

Based on an Interview with  
Theodore Weicker

Executive Vice-President, E. R. Squibb & Sons

**S**TRESSING the vital importance today of the highest type of service to the medical profession, of the most efficient co-operation with wholesale and retail outlets, E. R. Squibb & Sons are launching an extensive campaign for 1935. First advertisements in the campaign are appearing this week.

These plans involve an increased expenditure for 1935 which will surpass \$2,000,000 in total. They will include a greatly expanded institutional advertising campaign in the national magazines, and an intensive localized newspaper advertising campaign in ninety-one trading areas.

"Without going into details," says Theodore Weicker, executive vice-president of the company, "I can say that our plans for 1935 are guided by one dominant philosophy, a philosophy which lays, more than ever, emphasis upon the exceptional importance of giving the fullest service and support to the medical and pharmaceutical professions.

"We are more than ever de-

termined to oppose the evil of self-medication that has been fostered, over a period of years, with the American public. We believe the time has come when the truth about this evil and its causes should be more widely understood.

"With the initial advertisement in our institutional campaign this fall, we enunciate the truth that we felt should be told, and in it, we strike the keynote of our entire 1935 policy."

The advertisement referred to is reproduced on this page.

"Another important part of our program for 1935," continued Mr. Weicker, "is the development of a market service based upon a new structure that assures maximum co-operation with the wholesale and retail drug trade.

"This new service will be established upon a basis that will not only assure prompt and efficient distribution of Squibb professional products and home necessities so that both services may always be promptly available, but will also make possible an economy that as-

.... "and the truth

*Humanity has never gone forward in its conquest of disease, save in the light of truth.*

In the beginning was self-medical, and was death. He cried for help to the whole human race. In Medicine was born—in magic and mystery. Barely a step away with all of responsibility. Barely a sound the truth—the truth that helped to end medical fear disease.

They say the age of magic is past. Yet many men believe they can find themselves free from disease by charms and "cure-alls." And there

are those who yet false claims for the medicinal

products they make, to peddle by such trifles.

We hold dear things to be true no less,

no more complete of man, his right to claim,

for any medicinal product, a certain

value to those who practice or claim to be

the article of human beings who with whom

them nothing a hope that is held upon such

shall make you free"

To every man, or company of men, who holds the trust of making medicinal products to safeguard health and well-being, there has been given a responsibility—to measure the highest standards of quality, the same concern for safety that modern science makes possible.

These who hold such a trust can fulfill it

as only "one way" by producing the best

medicinal products that can be made—and

by providing them at the lowest possible price.

The time of Squibb is dedicated to clear pro-

tection. It shall fulfill our trust to human beings

with disease as much, as that the name of Squibb

shall always be "a name you can trust."

E. R. SQUIBB & SONS

Manufacturing, selling in the medical profession since 1834

THE PHARMACEUTICAL INDUSTRY: PRODUCT IN THE UNITED STATES AND IMPORTER OF ITS MARKET

October

**The New York Times:**

We ran our seasonal clearance advertisement in The New York Times on Monday, Wednesday and Friday. On Tuesday and Thursday we ran it in another newspaper. The results of our advertisement on Monday, Wednesday and Friday were phenomenal, while the results of our Tuesday and Thursday advertisement were far from satisfactory.

This demonstration of productivity makes us stancher believers in the power of the advertising columns of The New York Times than ever before.

*J.W. Bigelow*  
KASKEL & KASKEL, INC.

More men paying over \$3 for a hat are reached in their homes per advertising dollar by The New York Times in New York City than any other newspaper, the Polk Consumer Census proves.

---

**MORE BUYING**

---

**CHICAGO****NATIONAL REPRESENTATIVES: Rodney E. Boone Organization**

NATIONAL  
HOUSING  
ACT

**POWER TO YOU**

*The* **MORTONS**  
**have Money to Burn**

Mortons have bought new heat-  
equipment at the new low interest  
offered under the National  
Housing Act. It was good business  
for the Mortons, and for their  
heat-contractor. Thousands of other  
AMERICAN families are now  
buying home modernization products.  
They're buying roofing, bathroom fix-  
tures, wallpaper—any kind of im-  
plement that's fastened to the  
wall. A powerful buying urge is in  
the air—and it's just getting under

no mistake: The National  
Housing Act is a big thing—perhaps  
the most important act of the new  
Administration. This is no flag-wav-

ing stunt; it's a sound business  
proposition. Already the first returns  
from modernization advertising show  
a phenomenal increase in results.

No newspaper in Chicago offers you  
so large an evening home circulation  
as the American. No paper provides  
so many young, active readers—men  
and women in their thirties and forties  
with growing families and growing  
homes. And certainly no paper has  
done more to sell modernization to  
home-owners than has the American.  
That is why the American controls  
Chicago's largest and most responsive  
modernization market.

A word to the wise is—Advertise. It  
means business.

**G AMERICAN**

**More Buying Power to You**

sures to the distributors a living profit.

"In our co-operation with the trade is included a newspaper advertising campaign appearing in some 200 newspapers reaching the population of ninety-one trading areas. This advertising will be an expression of our belief in telling the truth to the public about the household products we manufacture, and of our definite opposition to the fostering of self-medication.

"The advertisements themselves will be in the nature of shopping lists. In them will be featured only those products which are recognized household necessities. No statement will be made about any one of these products that could, by any means, be interpreted to point people to the practice of self-medication.

"We want the public to know what preparations we make that may be safely used in the home, for minor domestic requirements,

with the full approval of the physician. We want to give the public such facts as the medical profession holds should be given.

"I think that Professor Tugwell has brought sharply to public attention the danger of many secret nostrums which are on the market. He has helped to educate people to realize the danger to health and life.

"No right-minded manufacturer can approve a misuse of advertising. We hope, in our advertising, as it relates to the medical and pharmaceutical professions and as it relates to the public, to reflect the standards to which the House of Squibb has always held.

"We believe that the public will recognize and respond to sincerity and honesty. It is our firm conviction that the type of message which will characterize our magazine or any other advertising will build public confidence in our professional ideals and standards."



#### Young & Rubicam Elect La Roche

Chester J. La Roche, for two years executive vice-president of Young & Rubicam, Inc., New York, and for nine years with the company, has been elected president and will assist Raymond Rubicam in the general direction of the agency. Mr. Rubicam has assumed the office of chairman of the board and will continue to be fully active in the business.

• • •

#### Pacific Agencies to Meet

The Pacific Association of Advertising Agencies will hold its annual convention at the Del Monte Hotel, Del Monte, Calif., October 25 and 26. Fred Tomaschke, of Tomaschke, Inc., Oakland, heads the convention committee. Among the speakers will be Fred Gamble, executive secretary of the American Association of Advertising Agencies.

• • •

#### Hinze Ambrosia to Bowman

Hinze Ambrosia, New York, Ambrosia Beauty Products, has appointed Luckey Bowman, Inc., New York agency, to handle its advertising. Plans for the 1935 campaign are now under way.

• • •

#### Has Casket Account

The St. Louis Casket Company, St. Louis, has appointed the Budke-Connell Advertising Agency, of that city, to direct its advertising account.

#### Osborn Heads New Firm

Guy S. Osborn, Meeker & Scolaro, Inc., is a new publishers' representative business formed with offices in Chicago, New York, Detroit and St. Louis.

The new organization brings together the interests of Guy S. Osborn, Inc., and Frank H. Meeker, of New York. The third party represented in the firm name is Joseph R. Scolaro, manager of the Osborn Detroit office for many years.

No change in newspapers represented by the various offices or in personnel is involved. Officers of the new company are: President, Mr. Osborn; vice-presidents, Grey Sullivan, Mr. Scolaro and Mr. Meeker; secretary, Guy A. Osborn, and treasurer, J. Donald Scott.

• • •

#### Larger Size for Tower Magazines

Beginning with January, 1935, issues, Tower Magazines, New York, according to Catherine McNeilis, publisher, will adopt a larger page size, marking an increase from a 429-line page to a 680-line page. Magazines in the group include: Mystery, Home, New Movie, Tower Radio and Serenade.

• • •

#### Kastor Advances Cole

Amedee Cole has been appointed copy chief of the H. W. Kastor & Sons Advertising Company, Chicago. He has been with the Kastor agency for a year and a half. Previously he had been with Critchfield & Company.

I, 1934

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NUMBER 254

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Big Game Hunting  
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including **BLOW, DESERT WINDS**  
Also a Complete Short Novel

review of

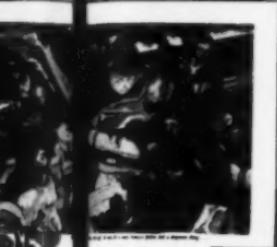
"The **BEST** Publication **TODAY...**

...a **BETTER** Publication **TOMORROW'**



4 SERIALS • 9 PT  
1 COMPLETE RT N  
7 ARTICLES • 1 AL

# STRIKING ILLUSTRATIONS



WIN  
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merica  
• Fam



S • ORT STORIES  
PLERT NOVEL  
ES • AL FEATURES



# *Numerous Surveys...*

not of Cosmopolitan's doing...continue to show what open-minded people really think of this magazine. ● Six advertising agencies, busy on Good Housekeeping's 1934 search among "Women Who Are Buying," now find that Cosmopolitan ranks 4th among all magazines regularly read by 11,423 women interviewed in stores while buying. ● Many magazines, with circulations greater by several hundred thousand, ranked substantially behind Cosmopolitan in the estimation of these active buyers whose likes and desires can make or break an advertiser. ● Over 1,600,000 families not alone read Cosmopolitan's GREAT FICTION, but are so definitely stirred into action that the result is very simple and understandable. ● Month after month, in advertising lineage and revenue,

THERE'S A  
WIN TO COSMOPOLITAN



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# Agency Economics

Bristol Article Brings Out Suggestion for Compensation in Accordance with Services

As Told in an Interview  
By F. J. Ross

Chairman of the Board, Fuller & Smith & Ross, Inc.

I HAVE often felt that agencies are more guilty of unsound economics in the matter of agency remuneration than advertisers. The number of cases in my knowledge where the advertiser has tried to get more than he was fairly paying for are far less numerous than those where agency workers have gradually crowded in more service than they were fairly being paid for.

Experience in the practice of servicing of advertising accounts has long since established very reasonable doubt as to how far one can go on a 15 per cent commission basis. It is a more common practice than Lee Bristol indicates, in his strong article which appeared in the September 13 issue of *PRINTERS' INK*, for advertisers to grant extra fees when required service on an account is obviously going to be out of line with the commission remuneration.

Commission remuneration in the case of the numerical bulk of advertising accounts, those doing under \$100,000 expenditure, has repeatedly been found to be incapable of carrying all the worth-while service which it is within the power of an advertising agency to render its clients.

This might be a good place to utter a thought that has come to me again and again concerning the differences in economic mental attitude between the typical advertising man and the typical manufacturer. The manufacturer has been trained to careful cost accounting and he puts nothing new into his product or on his package or shipping container without first figuring its bearing on profit. Without this admirable habit, a manufacturer would quickly reach chaos.

The advertising worker, moti-

vated by enthusiasm, optimism and active imagination in connection with the job on hand, does not turn to his own economics with the manufacturer's avidity.

Where the client will let him, the typical advertising worker will rush on to perform service after service out of the usual run, which his enthusiastic interest and active imagination open up to him. Steady increase in the number of services rendered by agencies to their clients (no two sets of service being identical) is primarily due to the eager resourcefulness of the advertising man in trying to do a complete and successful job; much less is it due to the demand of the advertiser upon the advertising man who services him.

## Agency Work Carries a Zest with It

It would be as near the truth as I can say it to remark that I know of no type of workers, especially brain workers, who are so utterly eager to pour out their services and with so little restraint as advertising men. I speak particularly of men of a type commonly found in agencies, but I have also seen the same spirit repeatedly manifested by advertising managers who, however, are more subjected to economic restraint. There is something about our work and the relationship we advertising workers bear to the men and businesses for whom we do this work that carries a zest with it.

This same spirit engendering carelessness of overhead and credit risk has, of course, contributed to the closing of many an advertising agency.

The number of large accounts as compared with the balance of

advertising accounts found in advertising agencies is so small by comparison that agency economics and habits of thought are and should be influenced far more by the average type of account than by the exceptional.

So as the agency business has



F. J. Ross

grown, closer attention to its economics has been forced upon it. And it has become the duty of the treasurer or of the agency's general executive to curb, sometimes at the expense of his popularity, an innate tendency often present to expect the economics to take care of themselves.

If you want to see the development of the automobile, look at the automobile advertisement of ten years ago. Then look out of your window at the automobiles passing by today. I am doing something similar right now—only I am looking at an old copy of a functional chart prepared in our office about eight or ten years ago which marked off in little squares, under proper headings, the various services which we were then rendering to our various clients. Each fresh examination of the chart, once it was drawn, revealed omissions. That was due, more than anything else, to the fact that new services never seem to reach their end. This chart looks today something like an automobile of 1925.

Before I tell you how many services were charted, it would be interesting if you made a guess. What was then done in our agency, after all, was typical of the services that many agencies were doing so that the chart was representative of the business.

Believe it or not, the number of services charted ran up to 212.

A glance over this chart shows scarcely any service that is now obsolete but the chart, of course, makes no provision for newer services developed in recent years such as those mentioned by Mr. Bristol in his article.

Let no one jump to the conclusion that all these services were rendered to each client. That is not so and it is not the point. But if 212 services were rendered then, and today a substantially larger number of services are rendered by the well-organized agency, it can be safely assumed that the services rendered to an account are greater in number today and in cost to the agency than would have been rendered to that same type of account at the time this chart was drawn.

It is well known to all of us who work in agencies that our account servicing only grows one way—greater. This is a markedly healthy sign for advertising, even if it brings constantly to the fore those sometimes uncomfortable discussions between agencies and clients pertaining to charges. Every business man, of course, has got to watch the pennies and any questioning of the agency in these matters is legitimate.

Suppose that an agency develops or services an account, and through the joint contribution of the agency and of the client and his organization, the advertiser achieves an extraordinary success and earnings, and with it there has grown a large advertising account. No amount of belittling of the part that advertising has played in producing that earning power can alter the fact that advertising has made a solid and indispensable contribution. No principle of equity that I am conscious of can fairly deny that the advertising brains which had contributed to the suc-

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cess were less entitled to share in the fruit of success than were the executives and stockholders of the corporation.

There seems to be a lot of fear right now about the New Deal taking the incentive to private initiative out of business. If we believe in the value of incentive, we'd better not cut it out in the advertising business if incentive is integral to successful campaigning. Here is where the advertising man and the manufacturer have exactly the same blood in their veins. Their cost systems may be different but they both like to make money. And they need each other.

To return to this peculiar thing that really underlies a lot of this sort of discussion: who is there that has worked in advertising for any length of time or utilized it in his business, who has not learned to value the distinguishing marks of good advertising men, as he has learned to evaluate good corporation lawyers, or good doctors, artists, composers, or good women?

Human society is made up of types; most of them pretty good types; some of them bad. Society may possibly be better off without the bad types but it cannot spare any of the good types.

It would be rare to find a man who would make a first-class manufacturer, who would also make a first-class creative advertising man. There is a great difference between the two types and a still greater difference between them in their inhibitions.

The manufacturer does not live who is not tightly bound, even against his will sometimes, by inhibitions peculiar to his business and its atmosphere. On the other hand, the first-class advertising man, because his imagination must be kept alive, dare not fetter himself with inhibitions. The man-

ufacturer needs this man because he has a free mind. He brings the other eye to the manufacturer's business. Each influences for good the perspective of the other.

There is something about thinking in the abstract which each creative advertising man must do constantly; something about the play of imagination and vision, something about writing, illustrating, and about the first press proof; there is something about the variety of the tasks to do and services to be rendered, something about the insistent reaching for original accomplishment and impatience of static thinking and doing which draw magnetically to the advertising agency business the major type it needs.

It is an extremely valuable mental and human type for American business and its influence, even in the period of my own observation, that seems to have permeated social thinking and business practice to an extraordinary degree.

**PRINTERS' INK** is talking about I.Q. Well, that is the very keynote of every advertising laboratory. The nearest thing we have today to an advertising laboratory is the advertising agency where the I.Q. is ever the magnetic objective and where inhibition and staid performance have no chance of survival.

Find some other and better way, if it can be done, to compensate the agency. (I have racked my brain on this and still have found no improvement to offer.) But do not forget that we move unconstructively if we stifle the fundamental services which agencies render as the mainspring of advertising creativeness and as the cradle of the young advertising men who are to become prime influences in advertising's continuing development and application.



#### Joins Columbus Agency

J. H. Dykstra, formerly with the Morgan Advertising Company and the advertising and sales promotion department of the Frigidaire Corporation, has joined the production staff of Mumm, Romer, Robbins & Pearson, Inc., Columbus advertising agency.

#### Feigenspan to Paris & Peart

The Christian Feigenspan Brewing Corporation, Newark, N. J., P.O.N. ales and beers, has appointed Paris & Peart, New York agency, to handle its advertising account. This brewery is planning to offer a complete line of ale and stout.

# Advertising "Saves" a City

LAST week, two cylindrical, pea-green packages, each 7 inches high by 3½ inches in diameter, deeply stirred the city of Bridgeport, Conn.—and brought into action, effectively, a new application of advertising.

The two containers held polnl,

**\$100<sup>00</sup>**  
**REWARD**



A reward of \$100.00 is offered for information leading directly to the recovery of the contents of these barrels, exact size, which contained the high explosive which was stolen from a magazine in the Remington Arms Park, Monday night last.

Community & Government  
**WARNING!**  
Please do not leave the material unattended and phone immediately—  
**NIGHT OR DAY**

The REMINGTON ARMS CO.  
Phone Number 3-4121

Display space was used to offer a reward, to warn the public—and also the culprits

a chocolate-brown explosive. Polnl is the unique ingredient in the primers of cartridges manufactured by the Remington Arms Company—an ingredient that distinguishes the company's widely advertised Kleanbore ammunition. And the two containers had been stored in vaults at the company's Bridgeport reservation.

For reasons as yet undisclosed, some oddly motivated miscreant evaded the reservation guard, gained entrance to the vault, and made off with ten pounds of an explosive that, at the slightest provocation, would have blown him and much of the surrounding landscape as well into smithereens.

The Remington company faced a problem. Should the theft be kept secret, to the end that soft-shoe sleuths, trailing the thief, might approach him quietly and tactfully? Or, to warn the public—and the thief—should the jumpy situation be made public?

The management decided to tell all. Company officials explained to reporters how dangerous polnl is—how sensitive to shock. And if the news-men, wide-eyed with excitement, wrote into their stories the startling remark that some unknown person was wandering around with enough packaged destruction to wipe Bridgeport off the map, the technical exaggeration could be justified under the head of puffery.

Meanwhile, Advertising Manager Frank J. Kahrs went into display space with an offer of a \$100 reward for the polnl's return.

## Campaign Brings Back the Polnl

"And," Mr. Kahrs told PRINTERS' INK, "the publicity campaign really worked. From this distance, the whole thing seems fantastic; but the facts, as we faced them then, were plenty serious. It isn't literally true that ten pounds of polnl would have destroyed all of Bridgeport. But the explosive is so delicately sensitive to shock—much more so than dynamite—that its traveling about, perhaps in the hands of an amateur, constituted a very real peril to the city and its citizens."

"Well, it came back. On the afternoon of the day on which our reward advertisement appeared, the two containers were found, cached not far from the reservation. It really seems that the thief, frightened by our warnings, returned the polnl to a spot where it would be discovered and stored safely again in our vault where first they had been."

"The reward? No, he hasn't shown up for that—yet."

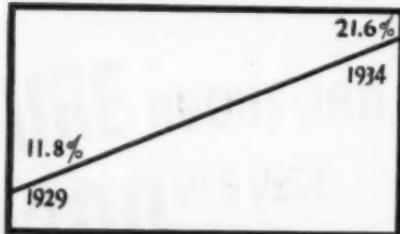
# \*DOMINANCE

Since January 1, 1929, The  
Chicago Daily News Has  
Published OVER

**11,000,000**  
**AGATE LINES**  
(17.7%)

**MORE**  
**TOTAL DISPLAY**  
**ADVERTISING**

Than Chicago's Second  
Daily Paper (Morning)



Percentage Leadership in 1929 . . . 11.8% (Prosperous Year)  
Percentage Leadership in 1934 (9 months) . . . 21.6% (Recovery Year)

★ The Chicago Daily News has 53% home coverage of the 407,844 families of Chicago who pay \$34.00 or more rent—and who constitute more than two-thirds of Chicago's buying power. The second paper's coverage is 40%.

## THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives,  
NEW YORK — CHICAGO — PHILADELPHIA — DETROIT — SAN FRANCISCO

Oct. 11, 1934

**COLOR**  
CIRCULATION OVER 2,300,000

**GRAVURE** ABOUT JAN. 1, 1935  
RATE \$4200 PER PAGE

**THE NEWS** NEW YORK'S  
PICTURE NEWSPAPER

# How to Talk to Engineers

LET not the industrial advertiser aim his copy at one man in the prospective buyer's organization—and conclude that his job is done. What may strike the Old Man as a mighty convincing argument may strike the superintendent as something pretty sour.

From the engineer-buyer's side of the see-saw of sales, A. R. Mumford, of the New York Steam Corporation, warned the Technical Publicity Association of New York at a dinner meeting this week not to overlook, in advertising, the pulling power of performance. Performance stories talk the language of the men who must use the equipment—men who, although they do not hold the power of decision, yet exert weighty influence.

An aim of advertising, Mr. Mumford said, is to help men form intelligent opinions; and in big and complex companies, in which opinions of powerful men may conflict, advertising ought to eliminate opinion that is based on misinformation, or on prejudice, or on experience that no longer is current. To help form intelligent opinion,

advertising ought to be factual and up to date.

On the point of the importance of top executives, Mr. Mumford pointed out that in an instance in which the executive enters the situation at an initial stage, he is of prime importance. But in instances in which high executives come into the transaction only after the organization has studied the facts and offered recommendations, the executives are of less importance; for rarely do they reverse their subordinates.

And finally, the speaker stressed good reputation. Many jobs in the industrial field, he said, are built to order; and a large element in the deal is the buyer's confidence that the builder or supplier will fulfil his promises.

The meeting opened the T. P. A.'s 1934-35 season. Gregory H. Starbuck, of General Electric, new president of the N. I. A. A., outlined the organization's plans for the coming year. Leon Weaver, of the Super Heater Company, presented a summary of the N. I. A. A. convention in Cincinnati.



## Barter Comes Back

THE New Deal revives old customs. Specifically, in the Northwest, it brings into view, in advertising, that ancient form of business exchange known as barter.

Thus, the State Mill & Elevator, at Grand Forks, N. D., currently advertises that it will swap a barrel of its Dakota Maid flour and seventy-four pounds of bran or middlings for six bushels of wheat.

To PRINTERS' INK, General Manager O. B. Lund explains:

"In the olden days our grandfathers always brought their grist to the mill in exchange for flour; but as transportation improved, the custom virtually disappeared. Now it has come back."

"As I understand the matter, this change was first brought about by the Government's permitting—and others permitting—the farmers who had seed liens and other crop mortgages to exchange whatever portion of their wheat was necessary for flour for their own use without question. A little later, the Government comes along with its wheat-processing tax of \$1.38 a barrel, which is exempted to the farmer on that portion of his own wheat that is ground into flour for his own use.

"Thus, at a time when people are counting their pennies closely, the farmers realize a material saving."

# Needed: Old-Time Jobber

At Present He Is Too Much of Manufacturers' Agent, Whereas  
He Should Be Distributor

By L. E. Barnes

Sales Manager, Benedict Manufacturing Company

WHAT can the manufacturer reasonably expect in the way of service from his jobber or wholesaler? Most jobbers have for the last fifty years or more, performed a valuable service in distributing this country's manufactured products. When the outlets for those products were extremely numerous and the unit of sale small, or where the orders for the product broke infrequently and at varying seasons of the year, such, for instance as store equipment, the jobber has been and still is indispensable to the manufacturer.

Not so many years ago, manufacturers selling through the jobbers sent forth their salesmen well in advance of the buying season equipped with new sales talks and new merchandise for the coming season. These salesmen visited their jobbers in the various leading centers. Invariably, the relationship between manufacturers' salesmen and jobbers was very close and co-operative. The new lines were studied carefully. Their possibilities in the jobber's territory carefully considered and after much thought an order was placed for the items selected in sufficient quantities to take care of a considerable part of the season's requirements. The manufacturer's salesman in turn sent these orders to his factory, usually two or three months prior to shipping date.

As these orders accumulated, the manufacturer would place his order for raw material, make his arrangements for labor and operate his plant with a pretty accurate estimate of what that plant would be called upon to produce. When the goods had been manufactured, they were shipped on the specified date to the jobber. Upon receipt by the jobber, he would call together his salesmen, give them samples of

the item or items purchased, assure them that it was in stock, ready for immediate delivery, and the jobber's salesmen in turn would go out with complete confidence that they could give immediate delivery dates and depend upon servicing the retailer properly.

Under these conditions the manufacturer can manufacture efficiently. He can, in fact, well afford to pay the jobber an additional 5 or 6 per cent for providing this service to him and in turn prompt deliveries to his retailer. Raw materials may be intelligently purchased—labor assured of reasonably steady employment. His financial budget can be laid out and his expenses properly tuned to his probable gross income. "Turnover" in those days was not so important and certainly manufacturing and wholesaling were greatly simplified.

## Jobbing Trends of Today

Now let us see what the present trend is. The manufacturer sends forth his salesmen with new selling plans and new items to visit the jobber. Frequently, he finds an overworked buyer who can give him but scant attention. If the new item and merchandising plans are attractive to the buyer, he is likely to say "Send me samples for our salesmen and I will have them try it out." Occasionally special effort on the part of the salesman will result in a small stock order being placed but usually extremely small. After some weeks of this, the net result to the manufacturer is a number of stock orders and a great many sample orders with little or no real line on the selling possibilities of the item.

He cautiously makes up his stock, never knowing whether he is making too few or too many. It is

sure to be one or the other. Let us say in the case of the successful item the samples begin to get results and orders come in from the jobber. The item proves even more successful than first indicated and the manufacturer finds himself with insufficient supplies of raw material. Perhaps his financial plans have not foreseen such a volume of business. He frantically makes arrangements for his raw material and the necessary finances. In the meantime his jobbing connections are clamoring for the goods, deriding the manufacturer for selling something that he cannot deliver.

This trend of the jobber becoming merely manufacturers' agents has been the principal cause for the narrowing of jobbers' margin of profit. Fair-minded manufacturers are willing to pay for value received. No more, and no less. Some jobbers of limited financial resources must no doubt, necessarily restrict their stocks to the minimum, operate on a small margin and a quick turnover. It depends a good deal on the line or class of merchandise handled.

#### Efficiency of Jobbers in Some Fields

The wholesale grocers, wholesale tobacco dealers, wholesale candy dealers, and some others are marvels of efficiency in the matter of keeping a fair stock, obtaining quick turnover and operating on an extremely narrow margin of profit. Jobbers in the general merchandise and equipment field could with profit restrict the number of items in their lines, carry adequate stock, place their orders in advance of the season, and provide immediate service to their retailers. For providing that service, they are entitled to an adequate profit. Certainly a greater profit than the jobber in that field who operates largely as a manufacturer's agent even to the extent of having the manufacturer ship the goods for him direct to his customers.

Give us more of the "old-fashioned" jobbing houses where relations between manufacturer and jobber were friendly and co-opera-

tive; where the profit is ample to the jobber; where the manufacturer can properly plan his business and really help develop business through the jobber, by means of missionary work, advertising, store displays, etc.

The jobber is not altogether to blame for this trend toward a "stockless" condition. Manufacturers making strenuous attempts to break in, offer all sorts of inducements along the lines of free samples, prompt delivery (which they usually can't make good) and merchandising helps including missionary work. All of this sounds good to the jobber who has just been looking over his inventory of slow-moving items which are the inevitable result, to a greater or less degree, of the policy of stocking the items he sells.

#### Aren't Jobbers Being Delinquent?

But isn't every merchant faced with this problem of slow-moving items and are not the jobbers of today inclined to be somewhat delinquent in drastic action to move those items? There is no way that I have ever been able to find out by which "stickers" will move themselves. It is an important part of the job of the man charged with the responsibility for sales; to see that they do get out somehow, at some price and even the worst of them may be moved with the proper effort, and without too great loss. What loss he does have is more than offset by the more liberal margin of profit given to him by the manufacturer and the better service to his trade!

So I say, let us have:

1. More of the "old-fashioned" jobber who carries adequate stock.
2. A greater margin of profit to the jobber carrying a stock.
3. Closer, more cordial relationship between jobber and manufacturer to the end that prompt service may be rendered by both parties, greater sales helps by the manufacturer for the jobber, the elimination of irritation and a greater volume of business.
4. Protection to such a jobber by the manufacturer to the end that

# INDIANA CROP PRODUCTION VALUE NOW \$137,202,000

SAYS U.S. DEPARTMENT  
OF AGRICULTURE



**F**ACTS show that Indiana, today, is one of the "bright spots" for advertisers in search of profitable markets.

An increase of \$56,000,000 in the value of 1934 crop production indicates that farmers in this fortunate territory will have more money available this fall and winter than at any time during the past three years.

In the Indianapolis Radius—which contains 56 out of the 92 counties in the state—lies the major portion of this additional buying power. If you are not selling this great central Indiana market—go after it hard—now—and get your share of the extra money—for today Indiana folks have the money to spend.

Fortunately for advertisers, this is an economical market to cover . . . one newspaper, **The News**, does the job . . . ALONE.

## THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll

110 East 42nd Street

Chicago:

J. E. Lutz

180 N. Michigan Ave.

markets which have been built up by the jobber will be retained by him.

#### 5. Fewer jobbers.

Merchandising today, with its market analysis, research, quotas, store displays, demonstrations, trade and consumer advertising, is becoming complex and expensive.

While this is written by a sales manager who has successfully used these sales tools, we must not pile on the load of expense and com-

plexity faster than the engineers in our factories can reduce the cost or increased volume can lower selling cost. Let's not run wild on these things. Our job is to get our merchandise into the hands of the consumer in the most direct and cheapest way; else the consumer with his flattened pocketbook will refuse to pay the tolls collected along the road of modern merchandising.

## Insurance Conference

**C**LARENCE A. PALMER, of the Insurance Company of North America, was elected president of the Insurance Advertising Conference held at Rye, N. Y., last week, to succeed Henry H. Putnam. Arthur A. Fisk, of the Prudential Insurance Company, was elected vice-president and Arthur H. Reddall, of the Equitable Life Assurance Society, was re-elected secretary-treasurer.

#### E. G. Marshutz, President, Gardner Agency

The following changes have been made in the executive organization of the Gardner Advertising Company: H. S. Gardner, who has been president since the business was organized in 1908, has assumed the newly created office of chairman of the board. Elmer G. Marshutz, former vice-president, has been elected president, and Mrs. Erma P. Proetz retains the title of vice-president with added responsibilities.

In recognition of outstanding service and loyalty to the company, it is stated, these promotions carry with them an equal share in the ownership of the business.

The controlling interest of the company, held by Mr. Gardner for twenty-six years, is now held equally by Mr. Gardner, Mr. Marshutz and Mrs. Proetz. Mr. Gardner will continue in active charge of the New York office.

#### D. T. Carlisle Joins Doremus

Donald T. Carlisle has joined the staff of Doremus & Company, advertising agency, in its Boston office. He formerly was vice-president of William C. Esty & Company, New York, resigning in 1933 to take care of his outside interests. Previously he had been with the George Batten Company and Batten, Barton, Durstine & Osborn, Inc., for a period of twelve years.

One of the resolutions adopted by the Conference was that the group offer such assistance and co-operation as may be necessary to the Association of Life Agency Officers, which is planning a Life Insurance Week campaign for 1935 and that the Conference request the opportunity to make suggestions at the proper time regarding the details of the proposed "Insurance Week" promotion.

#### H. M. Bitner, General Manager, Hearst Newspapers

Harry M. Bitner has been appointed general manager of the Hearst Newspapers according to an announcement from S. S. Carvalho, chairman of the executive committee. Mr. Bitner, who has been assistant general manager, succeeds T. J. White who becomes general manager of Hearst enterprises and who will be associated in executive and advisory capacities with Hearst newspapers and magazines. Mr. Bitner was for six years editor and publisher of the Pittsburgh *Sun-Telegraph*.

#### United Air Lines to Thompson

The United Air Lines, Chicago, have appointed the J. Walter Thompson Company as their advertising agency. The account will be handled by the agency's Chicago office. United Air Lines, according to Harold Crary, advertising manager, will continue to be one of the largest users of newspaper as well as magazine space in the transportation field.

#### With Matteson-Fogarty-Jordan

Paul Grant, formerly with the Geyer Company, Dayton, and the Campbell-Ewald Company, Detroit, has joined the Matteson-Fogarty-Jordan Company, Chicago agency.

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**When We Rode in These . . . .**



**When We Marched in File . . . .**



**When We Lived With Jazz . . . .**



**When We Prospered by These . . . .**



**When We Went Down With This**

**Into the Recovery of Today———**

# LOS ANGELES TIMES

# FIRST

in

# ADVERTISING

in Los Angeles

The Los Angeles Times is one of the few American newspapers to have more readers today than in the peak of the boom period—a fact reflected in its lead over the nearest local paper of 3,537,693 agate lines of advertising for the first 9 months of 1934.

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco.

# WHY POST RE SWITCH ON G.E. MAZDA LAMPS TO

## MR. BULLFINCH

As real to many an advertising man as the client he takes to lunch is Mr. S. Bullfinch, portly Postfiction president of Wet Smacks, Inc.

As real to many an advertiser as the men who handle his account are that eminent Postfiction agency president, T. Tattersall Byrd; that astute young account representative, William Alexander Brodie.

As real to many a Postfiction reader as the candy he pockets at the cigar stand are Wet Smack Candy Bars.

For, humorous or serious, Post characters are real. Millions of readers know them, like them, wouldn't think of missing the latest episode of their adventures.



If you've never stopped to think about it, you may have missed the close connection between the interest of Post advertisers and the interest in Post characters. But there's a very

real relationship.

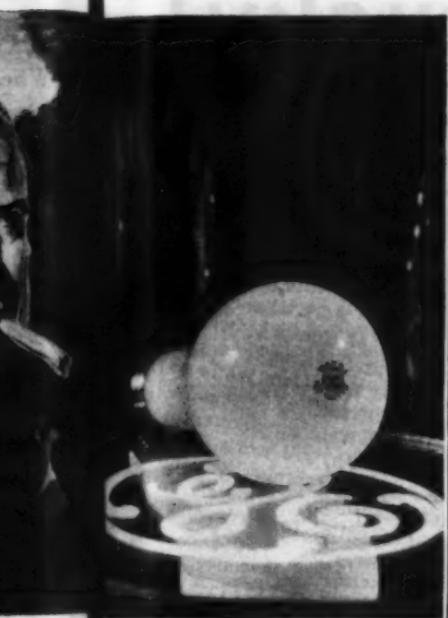
It's because of their interest in the characters of the Post that readers return week after week to see what the Post has today.

And it's because of their faith in the character of the Post that Post readers look upon the firms represented in the advertising

THE POWER THAT BRINGS NATIONAL REPUTATION TO AUTHORS AND LIFE TO THEIR CHARACTERS IS THE SAME POWER THAT GIVES NATIONAL REPUTATION TO ADVERTISERS AND LIFE TO THEIR TRADE

THE SATURDAY EVENING POST

# POST READERS LAMPS TO SMILE AT MR. BULLFINCH



ages as old friends, too. Their interests are Friends like General Electric and Edison Mazda return week after week. Lamps, for instance. They are at the Post, known near and far. They are trusted, respected. And a great deal of their fame, General Electric believes, is due to its firm, failing appearance in The Saturday Evening Post.



## MAZDA LAMPS

"For thirty-five years we have used the uncanny power of The Saturday Evening Post to make friends for General Electric and Edison MAZDA Lamps. The results are clear. Today our products are known throughout America and are sold by more than 70,000 dealers.

"The Post has been the principal means of acquainting people everywhere with MAZDA lamps of General Electric manufacture. Its editorial policy has been ideal for our purposes, and our use of it has been a very profitable investment.

"We firmly believe that General Electric and Edison MAZDA Lamps could not have occupied their present position of leadership if it had not been for our constant appearance in Post pages. We consider The Saturday Evening Post the principal medium for the advertising of all our products."

Why not enlist the power of the Post in the sale of your product? If you make it well, if the nation needs it—then present it to Post readers. And watch your sales go up!



# THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"

# Lucky Kentucky!

*A reprint from the September 1st issue of Advertising Age.*



easing of the debt burden."

In Kentucky there was no drouth, and "it is predicted that the state will raise the finest corn and tobacco crops it has enjoyed 'for years,' in the opinion of W. Vaughan Spencer,

*Farmers Home Journal, Louisville.* "Kentucky has benefited heavily from the splendid work supervised by the University of Kentucky which led farmers to cut their acreage and receive payments therefrom while at the same time cultivating the remaining acreage intensively for maximum income. The drouth will work enormously to the advantage of the pockets of Kentucky farmers. In fact, they are going to be wealthy folk this fall."

As far as the South is concerned

This drouth free market, Kentuckiana, offers a ready outlet for your product and this territory can be effectively reached and sold at a single low cost thru

## The Courier-Journal. THE LOUISVILLE TIMES.

*Major Market Newspapers, Inc.—Audit Bureau of Circulations  
Members of Midwest Gravure Group*

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

# Advertising Censorship from Newspaper Viewpoint

Don Bridge, writer of the following letter, has long been prominent as a friend of and fighter for honesty in advertising. And as for The New York *Times*, its high standards along the same line are so well known as to make comment superfluous. It goes without saying, therefore, that Mr. Bridge, in discussing the alleged impracticability of making the medium legally responsible for censoring advertising, as set forth by Mr. Haase and Mr. Digges, is by no means opposing the idea that advertising should and must be effectively censored. Be it known in this connection that *PRINTERS' INK* has always held a similar view and holds it now. The article by Messrs. Haase and Digges—and the editorial accompanying it—were advanced merely as contributions to the general discussion and as an effort to bring about a satisfactory solution of what is perhaps advertising's greatest current problem. The whole idea was presented as something that could and would clean up advertising—if the various media owners were willing and able to stop questionable copy "at the neck of the bottle" as Mr. Bridge puts it.

THE NEW YORK TIMES  
NEW YORK

*Editor of PRINTERS' INK:*

The article "How Media Owners Can Curb False Advertising," by Albert E. Haase and I. W. Digges, which appeared in your issue of September 27, was read with interest.

Among the first to applaud every effort to eliminate misleading or fraudulent advertising is The New York *Times*, as demonstrated by its well-organized censorship of advertising. It appears to me, however, that the article endeavors to pass legal responsibility for an alleged fraud from its perpetrator to the advertising medium.

The article suggests that the *PRINTERS' INK* Statute attaches legal responsibility to the medium if it "should knowingly publish a false or misleading advertisement." It is the contention that notice to the medium "from a person qualified to speak, that an advertisement he is circulating or just about to circulate, is false or misleading" provides adequate knowledge requiring the medium to "either cease to publish the offending advertisement or justify his act." The text of the article further indicates

that its authors consider that notice from a competitor of the firm considered guilty of the alleged fraud is sufficient.

Many reliable advertising media, such as The New York *Times*, welcome information of this nature. After impartial investigation the advertising is revised or rejected if proved to be false or misleading. This policy has been applied for many years by The New York *Times* as it was a pioneer in maintaining high standards of acceptability.

In difficult controversial cases the medium frequently receives directly conflicting statements of opinion from persons who presumably "are qualified to speak." It is possible that the medium, having received notice from two or more contestants, would find, if the suggested legal theory were correct, that it is guilty of fraud regardless of the final decision concerning the merits of the case. Apparently, the only option of the medium would be to reject all advertising upon which there is a protest or to assume the burden of defending in the courts the statements of its advertisers. It is easily conceivable that an advertising medium publishing con-

troversial copy of two opposing advertisers might find itself in court as the simultaneous defender of two divergent viewpoints.

Such procedure is illogical, impractical and inequitable. Some people who are better informed than I in legal matters probably will express doubt that the PRINTERS' INK Statute applies at all to media in the manner suggested.

It is true that complications would be probable only in seriously controversial cases but such cases are the only ones that cause difficulty. The vast majority of censorship problems are handled in normal routine.

The possibilities outlined are not imaginary. Yesterday, we had before us two important controversial situations where, presumably, the only alternative would be to reject the advertising, regardless of the merits of the case.

The preceding comments refer to legitimate protests where honest convictions are involved. Further difficulties would exist if business men and attorneys of questionable principles should endeavor to embarrass competitors by deluging ad-

vertising media with protests. Such notices of fraud would not necessarily be limited to complaints of one advertiser concerning another but could also include those of non-advertisers who might wish to impede competitors in their legitimate efforts to use advertising in the promotion of their businesses.

The advertiser is in the best position to know whether his advertising copy is true or false and legal responsibility for alleged fraud should rest with him. An attempt to concentrate responsibility with the advertising medium endeavors to correct difficulties at the neck of the bottle, under pressure of closing time, rather than at the source of the copy.

Nothing said in this communication indicates a lack of support for any practical method that would lead to further elimination of fraudulent or misleading advertising. Exactly the opposite is the case as amply demonstrated by the advertising amounting to many thousands of dollars rejected by The New York Times monthly.

DON BRIDGE,  
Advertising Director.

#### Fecheimer with Sally Sheer Shops

Sidney M. Fecheimer, formerly of the Detroit advertising agency of Fecheimer, Frank & Spedden, Inc., which recently liquidated, is now vice-president and treasurer of Sally Sheer Shops, Inc., which operates a group of women's wear stores in Detroit. Emanuel G. Frank, also formerly with the liquidated agency, is now with Martin, Inc., advertising agency of Detroit. Roland G. Spedden has started his own advertising service.

#### Now White-Lowell Company

The name of the Mortimer Lowell Company, New York agency, has been changed to the White-Lowell Company, Inc. H. W. White is president, and Mortimer Lowell is vice-president. J. J. O'Leary is production manager and J. J. Hagan, space buyer.

#### Adds H. R. Loges to Staff

Herbert R. Loges, for the last five years with the General Outdoor Advertising Company, has been appointed art director of Douglas Leigh, Inc., New York.

#### John C. Dingee Dead

John C. Dingee, president of W. H. Holdt & Company, Philadelphia, advertising artists, died recently. He was fifty-seven years old.

#### A. P. Hirose Joins McCall

Arthur P. Hirose, since 1928 manager of the market analysis and sales promotion departments of the McGraw-Hill electrical and radio publications, has resigned to become director of the research department of the McCall Company, New York, publisher of *McCall's Magazine*, *Redbook Magazine*, and *Bluebook*. Prior to 1928 Mr. Hirose was a member of the editorial staff of *Electrical Merchandising* and *Electrical World*.

#### Appoints Ferns, Anderson

The New Jersey State Safe Deposit Association, representing 250 banks and trust companies in New Jersey, has appointed Ferns, Anderson, Inc., banking division of the Samuel C. Croot Company, New York, as advertising counsel.

#### Carr to Wade Agency

V. E. Carr, formerly with the Chicago office of Blackett-Sample-Humert, and commercial manager of radio station WMBD, Peoria, is now with the Wade Advertising Agency, Chicago.

#### Advanced by Appleton Paper

Royal La Rose, of the advertising department of the Appleton, Wis., *Post-Crescent*, has been named advertising manager of that paper.

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# SELLING the DEALER

Telegram-Gazette advertising is effectively merchandised to Worcester Market DEALERS through the Retail Ad-visor, mailed twice-a-month to some 3200 retail store owners, managers, buyers.

The Retail Ad-visor carries comment on current advertising—advance information on forthcoming schedules—suggestions on how to boost sales on products advertised in the Telegram-Gazette. It is spiced with local retail news and personals and illustrated with photographs of striking local displays of nationally-advertised products. It makes a necessary contact effectively.

*"Such splendid cooperation indicates that the Telegram-Gazette is really interested in promoting our product in Worcester," writes an internationally-known advertiser.*

We ARE interested. We are glad to cooperate, through the Retail Ad-visor, in telling your local dealers about the advertising support you are giving them. Your local dealer prefers Telegram-Gazette advertising because he knows that the Worcester Market (population 433,287 within an average 18-mile radius) can be effectively covered through these newspapers ALONE.

<b>TOTAL AVERAGE NET PAID DAILY CIRCULATION</b>	
<b>MORE THAN</b>	<b>100,000 FOR OVER 7 YEARS</b>

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts  
**GEORGE F. BOOTH, Publisher**

Paul Block and Associates, National Representatives  
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# 1882

## How Insulation Company Is Dramatizing Fifty-two Years of Service to Rail Executives

THE American Hair and Felt Company has been an important manufacturer of railroad car insulation for fifty-two years, during which period it has supplied approximately 87 per cent of the material of this type used by American and Canadian railroads. Until within recent years it has confined its activities to the fabrication of the product, leaving the distribution to an outside selling agent.

Now the company has taken over entirely the selling end of its business. Under this set-up the firm decided that it would be desirable to sell the company name to its railroad customers and prospects, where under the previous sales agency arrangement that factor was subordinate to the trade name of the product. Hence, for the first time in its fifty-two-year history, American Hair and Felt has undertaken a program of advertising to railroad executives.

The job to be done was one of building a picture of a half century of insulation service and to emphasize the wide acceptance which this company's products had gained during that time. At the same time, the problem was also one of interpreting these facts not merely as a cut-and-dried matter of history but also in a fresh and interesting manner.

The business-paper campaign which has been evolved centers around dramatization of interesting

incidents in railroad history which took place in 1882—the year in which the company began the manufacture of railway insulation. The events portrayed are based on items from the old files of the publica-

1882 THE C.B. AND Q.  
WAS FINED \$500  
for killing a cow on January

Back in 1882, the railroad was still young. They were frequently impinged upon and the law took a dim view of them. In fact, they were often regarded as pests. But even in those early days there were bold individuals who paid no attention to such things. One such individual was a man named John C. Martin, who was the president of the C.B. & Q. Railroad. He was a man of great energy and determination, and he was determined to do whatever he could to help his company succeed. One day, while he was on a trip to the West, he heard about a cow that had been killed by a train. He was very upset by this, and he immediately sent a telegram to the company, demanding that they take action to prevent such incidents from ever happening again. Since that time more than 100 years ago, the railroad has continued to grow and flourish, and it has become one of the most important modes of transportation in the world.

HARVEST  
DUST-PROOF  
SALVATION  
CABIN  
SHOE-STANDARD  
HAIR-FELT

Standard insulation-car insulation  
The most effective and lightest weight hair temperature  
resistant insulation. For use in cars, trucks, and buildings.  
Made especially for insulating the lower board of passenger  
cars.  
Made by the greatest surgical process on fibred animal and  
human hair.

AMERICAN HAIR & FELT COMPANY—DEY-ZERO CORPORATION  
(Railroad Division)

Worthington Heat Chicago

tion in which the advertising appeared.

The incidents used are human-interest happenings in the old days of railroading and are not necessarily directly related to the company's product. In each case, the clipping from the old issue is reproduced at the top of the advertisement.



### Heads Station WHAT

W. Porter Ogelsby, Jr., has been elected president and treasurer of the Independence Broadcasting Company, Philadelphia, which operates WHAT. Mr. Ogelsby, son-in-law of John C. Martin, publisher, had been with the advertising department of the *Public Ledger*, with which WHAT is affiliated. James R. Westcott, station manager and circulation manager of the *Ledger*, was elected vice-president of the broadcasting company. He is succeeded as station manager by John L. Mevius.

### Hall Printing Elects Ortman

Frank R. Warren has been elected chairman of the executive committee of the W. F. Hall Printing Company, Chicago, and Hadar Ortman has been elected president to succeed him. Mr. Warren will continue in an active capacity as chairman of the executive committee, which is a newly-created position. Mr. Ortman, the new president, was formerly director of operations and finance for the Meredith Publishing Company, with headquarters at Des Moines.

# In Missouri—

**THE WEEKLY  
KANSAS CITY  
STAR has 58,502 more  
rural route subscribers in  
Missouri than the second  
largest farmers' publica-  
tion circulating in that  
state. 76% more circula-  
tion—at the same adver-  
tising cost!**

PRINTERS' INK



# 9 out of every 10 are single-family homes

Philadelphia can not be classed as an *average* metropolitan market. These U. S. Census figures show why:

9 out of every 10 dwellings in Philadelphia are single-family homes.

There are 364,457 single-family homes in Philadelphia. More than the combined total of New York and Boston, or of Chicago and St. Louis.

8 out of every 10\* families in Philadelphia have their own private homes.

86% of all Philadelphia housewives have no employment outside of the home.

Philadelphians are a *home* people. Their leisure, their entertaining, their diversions are centered in the home.

They form the greatest market of home needs in all America, because they are seeking constantly to add to the comfort of home living.

Likewise—the newspaper situ-

ation in Philadelphia can not be regarded as *average*, because one newspaper is read in nearly every home.

The Philadelphia Bulletin has grown up with Philadelphia. Its 504,822 net paid daily circulation (1933 average) is two and one-half times that of any other Philadelphia evening newspaper and more than all morning newspapers combined. And its advertising cost, because of widespread reading interest, is one of the lowest in America.

If you have a home product to sell, tell your story to America's greatest market of homes in The Bulletin—the newspaper nearly everybody reads.

Copyright, 1934, Bulletin Company, City Hall Square, Philadelphia. Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, Boston, San Francisco.

\*In New York City, less than 2 out of 10 families live in single-family homes; in Chicago, 4 out of 10.

# THE PHILADELPHIA

*One Newspaper, at one low cost,  
covers America's Greatest Market of Homes*

The Philadelphia Bulletin is read in nearly every home in Philadelphia and suburbs. Its circulation is all net paid . . . all the result of reading interest. Premiums or contests have never been used to influence readers. Its advertising rate— $62\frac{1}{2}$ c an agate line for more than half a million circulation—is one of the lowest in America today. National advertisers, during 1932, 1933 and for the first seven months of 1934, placed more advertising in The Bulletin than in any other six-day newspaper in America.

**Philadelphia has more individual homes than any other city in America**

	Individual Homes
Philadelphia	364,457
New York & Boston combined	338,152
Detroit & Cleveland combined	310,665
Chicago & St. Louis combined	300,000

(U. S. Census figures for 1930)

**EVENING BULLETIN**

# Selling Big Shots

Approach Them Same as Little Fellows, Says Master Salesman,  
but Watch for Trap-Doors

By John J. McCarthy

**T**HE bigger the Big Shot," summarized Past Master Salesman Petrie, "the easier and pleasanter he is to sell. That is, provided you know his 'trap-door' when you see it."

And the "trap-door," we gathered from Petrie, is the pet and distinctly personalized stunt which all Big Shots employ to addle the peddler and get the upper hand in any deal. Some Big Shots always have the same trap-door. The more resourceful Big Shots possess a variety of trap-doors in addition to a few sliding panels, spring-nets and what-not.

This latter type of diverting Big Shots appeals most to Petrie. For Petrie is the eternal salesman—the pivot man upon whom the future of practically all American firms largely depends. He brings in the business. And because he does, Petrie is a gentleman of importance regardless of whether he is president of his concern or just one of the jobber's lads.

To serve the purpose of this particular tract, Petrie is the composite of all the star salesmen with whom we have had the pleasure of sharing some leisure hours. Those reminiscing occasions in smoking cars and rooms, hotel lobbies, over luncheon tables—any and all odd times and places when and where two or more salesmen meet and the conversation eventually turns into a discussion of unusual selling experiences.

"The reason why most salesmen fail," continued Petrie, "to sell Big Shots is because they refuse to forget all their early training in selling the Little Shots. In the minor buying posts of any large organization, you will always find men who take themselves and their position as buyers, very, very seriously. Being 100 per cent buyers, they are sticklers for the precise

forms of business. These buyers usually ask a set series of questions and expect a set series of replies presented in strictly business language.

"To deviate from this accepted procedure, and really be himself in a sales interview, invariably handicaps the average salesman. Naturally then when, after years of selling small-time buyers, a salesman has to contact a Big Shot, he is instinctively cautious. He surmises that, if the minor executives in a large organization are so businesslike, the owners or directing heads must certainly be, too.

## They Have Been Salesmen Themselves

"Such salesmen fail to recognize that in the great majority of cases, most Big Shot executives have been at one time or another salesmen themselves. Once a peddler, always a peddler. Consequently, unlike the little shot buyers, these Big Shots are still salesmen at heart and not buyers. Matching wits with a good salesman arouses in such Big Shots some of their own cherished personal selling talent. For this type of veteran executive, nothing packs a greater thrill than a good old-time knock-down-drag-them-out battle for sales supremacy.

"Whenever such an opportunity presents itself, these Big Shots will delightfully seize it. Consequently, they do not hesitate to employ some of their own selling technique and coggery. That explains why many a salesman endeavoring to sell a president or any other head man of a large company often, instead of getting the coveted order, finds himself being sold a 'bill of goods.'

"For instance, one of my first experiences in selling a Big Shot

was with Charles M. Schwab some years ago. We were after a contract with Bethlehem Steel, and my boss decided to 'gang' Mr. Schwab. That is, the boss felt that if three of us called upon Mr. Schwab in a delegation that gentleman would be impressed and listen more attentively to our story. His reason for such tactics was based upon a report that Mr. Schwab held his interviews in a room with a small platform.

#### Like an Attorney Addressing a Judge

"Well, our boss figured that since Mr. Schwab would likely occupy the platform during our interview, we should present our case in a manner of an attorney addressing a judge. As a result, we assembled a sales presentation that would have rivaled one of John W. Davis' to be delivered before the Supreme Court. We rehearsed it in detail.

"Came the day of the presentation and Mr. Schwab did receive us from a platform. Off the boss started to state our case in Patrick Henry style. He had no sooner gotten under way than Mr. Schwab interrupted.

"Say, you gentlemen," jested Mr. Schwab, "make me feel like a judge. I'll hop down from here and then we can talk this proposition over like a bunch of regular fellows."

"This sudden strategy on the part of Mr. Schwab completely turned our very formal meeting into a very informal one. It rattled us considerably. With Mr. Schwab occupying a seat right alongside of us, the boss felt kind of sheepish standing and thundering in his long presentation *down* instead of *up* to Mr. Schwab. He soon wilted. When he did, our Bethlehem order went literally out the window. For Mr. Schwab commenced to work on us in his best affable sales manner.

"As a matter of fact, we came away with the idea that maybe Mr. Schwab was right after all. Perhaps our product and plant facilities could be improved. Maybe we should add to our plant that extra wing we had been contem-

plating. Mr. Schwab had made some splendid suggestions on how we could do it. Certainly, we could not get better steel for the framework than Bethlehem."

In his day, Past Master Salesman Petrie has had closeup contacts with the head men in all types of industries. He had made it his business to study their individual "trap-doors" and record them mentally for further use. Of course, he is not planning the writing of his memoirs immediately. The book business is bad enough without Mr. Petrie adding to its miseries. Being a kindly and sociable hombre, Past Master Salesman Petrie will, with the proper listening encouragement, delve into his vast store of experiences in selling Big Shots and share these with you. He will willingly cite some of the favorite "trap-doors," sliding panels," *et al.*, of the top-sawyers in American business.

#### Just a Few "Big Shot" Idiosyncrasies

Here are just a few of Petrie's recordings: Matthew C. Brush's geniality, disarming personality, and open frankness which just make it next to impossible for a salesman to stage the traditional high-pressure sales talk. The explosive, friendly retorts of Herbert Kaufman when a caller is not entirely sure of his facts, for Mr. Kaufman is a veritable mine of authoritative information on practically any subject you can think of. The unbounded enthusiasm of the late Harold F. (Carload) Ritchie and his perennial perching on a desk during an interview. The famed perfect-partner act of Harry Tammen and Fred Bonfils. William C. Durant's dead pan attitude throughout an important sales conference and his quick, crisp decision immediately after all present have had their say.

Petrie's most amusing experience was with a movie mogul. This gentleman had apparently read somewhere of the studied technique of Big Shots. Since he had recently become one himself, he decided to perfect his own mainly for defensive reasons. His consisted of pretending to read an important

It takes car-loads of Powder to  
cover her nose

"CLASS MAGAZINE" is a fancy name for a publication that has only succeeded in interesting a small part of the population. It gets a high price for its circulation on the theory that it is "read by one."

a cost of one-third cent per family, or in black and white space ranging from 28 lines to full pages.  
\$17,500 per back cover, \$16,000 per inside color page.

**C**LASS MAGAZINE" is a fancy name for a publication that has only succeeded in interesting a small part of the population. It gets a high price for its circulation on the theory that it is read by our "best people."

It may be flattering to powder the nose of our "social leaders," but the manufacturer who is looking for real profits has to remove the shine from the nose of the Great American Public.

The one approach to the LARGEST NUMBER OF COSMETIC BUYERS—society leaders, average-everyday-women, flappers and all the rest—at the lowest cost per buyer is through the advertising pages of *The American Weekly*.

Here is a magazine so interesting that more than five million families pay 10 cents each for the privilege of reading it every week.

Some of *The American Weekly* families are listed in the Social Register, most of them live in the cities and towns generally regarded as the richest buying areas of the nation, and all of their womenfolk want to be beautiful.

You can tell them how in a big color page advertisement at

a cost of one-third cent per family, or in black and white space ranging from 28 lines to full pages.

\$17,500 per back cover, \$16,000 per inside color page, \$8.50 per line for black and white advertising—the lowest milline rate in any national magazine.

### ***Where this Magazine goes***

The *American Weekly* is the largest magazine in the world. It is distributed through 17 great Hearst Sunday Newspapers. In 597 of America's 995 towns and cities of 10,000 population and over, *The American Weekly* concentrates 67% of its circulation.

In each of 134 cities, it reaches one out of every two families  
In 125 more cities, 40 to 50% of the families  
In an additional 165 cities, 30 to 40%

In another 173 cities, 20 to 30%  
... and, in addition, more than 1,885,000 families in thousands of other communities, large and small, regularly buy and read *The American Weekly*.

Where can you spend your advertising dollar more effectively?

# **THE AMERICAN WEEKLY**

**Greatest Circulation in the World**

**"The National Magazine with Local Influence"**

**Main Office: 959 Eighth Avenue, New York City**

**Branch Offices:** PALMOLIVE BLDG., CHICAGO . . . 5 WINTERHOP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO  
11-150 GENERAL MOTORS BLDG., DETROIT . . . 1454 HANNA BLDG., CLEVELAND . . . 101 MALLINNA ST., ATLANTA . . . 1270 ARCADIA BLDG., ST. LOUIS

Oct. 11, 1934

document throughout any interview. With his eyes glued to the document in front of him, the Movie Mogul would tell a salesman to go on with his story. Without looking up from the papers on his desk, the Mogul would keep repeating at intervals, "Yes, Yes." He evidently found that this indifferent attention would soon dishearten even the most patient peddler, for he soon had a great reputation as a hard man to sell.

During his interview with this captain of the silver screen, Petrie, becoming exasperated at such off-handed treatment, edged forward and stole a peep at the supposedly vital document which was getting the Big Prospect's attention. To Petrie's amazement, it was a single sheet of blank paper. Enraged Petrie on the next "Yes, Yes," roared, "Yes, what?" The Movie Mogul was positively flabbergasted at such audacity coming from a mere salesman. Probably, no caller had dared to do such a thing before, for the mogul had no comeback nor counter strategy.

"And from then on," modestly admitted Petrie, "The Big Movie King was just a 'pushover' for me."

In Petrie's opinion, Alfred E. Smith could go in business tomorrow as a consultant on selling Big Shots and thrive. Petrie was not basing his statement on Smith's recent notable performance but upon a sales feat he witnessed years ago when Al was president of The United States Trucking Corporation.

"Our company," related Petrie, "was operating a half dozen delivery trucks. It was costing us plenty and the boss was looking for a way out. He got in touch with the United States Trucking Corporation and they sent over a salesman. However, this representative couldn't convince the boss that we

could save money by letting the U. S. T. C. handle our deliveries. Jokingly, he told the salesman that if he really wanted to sell him why didn't he bring over his chief, Al Smith; and, as an after-thought added that maybe the Governor would not be interested in going after a small piece of business like ours.

"The salesman took the boss up. Sure enough, over to our tiny offices came Al, brown derby and all. The boss had never met Smith before and, having always associated him with politics, figured that Al would be easy pickings in a sales conference. That was probably why he called us other salesmen in on the confab. The boss was a tough customer to sell and possibly he wanted us to witness some of his traditional tricks in stumping peddlers.

"After a few opening quips, Al was all business. Right in the meeting, Smith figured out for the boss just how much our trucks were costing him, down almost to the individual delivery. In fact, Al gave him costs that we had been trying to get out of our mechanics for months.

"All during that meeting, Smith focused his selling arguments on one objective—the sounder and more economical policy of having U. S. T. C. handle our deliveries. Try as he would, the boss simply could not swerve Al away from this objective. His irrelevant remarks and banter were picked up immediately by Smith and dumped back figuratively into the boss' lap. Al's solicitation was so clean-cut, simple, and understandable that the boss would have been a boob not to buy. Since he wasn't, he signed on the dotted line. When Smith had gone, the boss remarked, 'There's a salesman.'

"'And what a salesman!' chorused all of us envious peddlers."



#### New Account to Hoyt

S. B. Thompson, Inc., Long Island City, N. Y., protein bread, has appointed the Charles W. Hoyt Company, Inc., New York, to direct its advertising.

#### Represents "American Architect"

*American Architect*, New York, has appointed Newlin B. Wildes as its New England representative, with headquarters at 30 State Street, Boston.

# Wild-Eyed Liquor Advertising

Wherein a Reader, Who Likes a Scotch and Soda Himself,  
Argues for Moderation

NEW YORK

*Editor of PRINTERS' INK:*

I see by the papers that several hundred delegates from all over the country attended the opening of the first national convention of the National Wholesale Liquor Dealers Association, Inc.

As is usual in such cases the convention was welcomed on behalf of the city by Aldermanic President Bernard S. Deutsch representing the city of New York. He was talking about the tax. Then up jumped Frank D. Schwengel, vice-president of Seagrams-Distillers Corporation of New York. He urged the whole liquor industry to commit itself to the "wise policy of sponsoring, preaching and practicing the theory that liquor be consumed in moderation."

I think Mr. Schwengel said a mouthful when he said that. As a matter of fact, as a constant reader of PRINTERS' INK, I personally experienced quite a kick when I read your editorial of two or three weeks ago. It said speaking of a Scotch distiller now in this country: "When a Scot, having been persuaded, surrenders and says he'll ha'e a wee nip, a nip is what he takes. But in America, exclaims the pained Mr. Miller—why Americans actually guzzle."

Mr. Schwengel, like myself, apparently enjoys an occasional Scotch and soda. It has been my experience during repeal that it pays to stick to this one drink. I have discovered that one or two before dinner doesn't upset the family's morale nor does it upset my stomach. I have carefully refrained from mixed drinks and all these trick cocktails.

I find I don't feel so good in the morning when I do what the French claim is "civilized" drinking. I have found out that a Martini, wines with the various courses and a cordial later makes

me not so good for business the next day.

I was therefore very impressed when Mr. Schwengel urged moderation. As a long-time and experienced drinker, I have come to the point where I am interested in what my children drink, if anything. I happen to have two daughters and a son. One of them is approximately twenty-one.

I want to warn the liquor people that when they send books costing several dollars per book to college students, when they attempt to

**JAY·THORPE**  
57TH STREET WEST

**"LIFE BEGINS AT 31"**

The famous bar . . . sparkling prelude to a gay evening. The debutantes . . . youthful quintessence of beauty. The gown . . . a serenade in satin, note of music as an ornament . . . \$5.00

Costume Bar Dresses on Second Floor

Oct. 11, 1934



**ADVERTISEMENT** ..... One-half Page  
**MEDIUM** ..... *Metropolitan Weekly Comics*  
*Circulation 5,567,857*  
**ADVERTISER** ..... *The Quaker Oats Company*  
**ADVERTISED PRODUCTS** .. Puffed Wheat and  
                                  Puffed Rice  
**ADVERTISING AGENCY** .. *Fletcher & Ellis, Inc.*  
**COPY APPEAL**. *Featuring Babe Ruth and offering  
                                  Premiums in return for Box Tops*

..... A TOTAL OF  
**219,134 BOX TOPS IN THE FIRST EIGHT DAYS**  
..... AND EVERY TOP A SALE!

This is the kind of advertising that goes out—gets in—stays in—brings orders in—starts buying habits—is merchandisable to the trade—cleans grocers' shelves—cleans consumers' shelves—causes trade re-orders—causes consumer re-sales—starts the sales machinery moving and then keeps it moving. Active advertising that builds sales—revitalizes sales morale—makes advertising clients and advertising agencies happy—sales getting and sales keeping advertising that percolates through the entire structure of a business leaving behind it a trail of "black ink"!

We have searched the archives of advertising unsuccessfully for a comparable sales result, and we believe that this is a world's record not only for a half-page advertisement, but for *any* advertisement of *any* size ever run in *any* medium—*any* TIME—*any* WHERE; so may we repeat—THE WINNER! AND A NEW WORLD'S RECORD!!

Of course, judicially minded media men say that one reason for these low cost sales successes is that there are no weak sisters in this list of newspapers, aggregating 5,567,357 Sunday home circulation—offered at a surprisingly low rate and known as Metropolitan Weekly Comics.

**BALTIMORE SUN**

**DETROIT NEWS**

**BOSTON GLOBE**

**NEW YORK NEWS**

**BUFFALO TIMES**

**PHILADELPHIA INQUIRER**

**CHICAGO TRIBUNE**

**PITTSBURGH PRESS**

**CLEVELAND PLAIN-DEALER    ST. LOUIS GLOBE-DEMOCRAT**

**WASHINGTON STAR**

*If you want to be SERIOUS about COMICS—  
write, wire or telephone*

**Metropolitan**

CHICAGO  
435 N. Michigan Avenue  
(Superior 4342)



**Weekly**

NEW YORK  
220 East 42nd St.  
(MURRAY HILL 2-1574)

Oct. 11, 1934

make every under-graduate an expert bartender, they are playing with fire.

I have discovered that the liquor people have learned something in the last few months. In fact they have come to a somewhat common-sense attitude and have cut out a lot of these things which annoy the people who grew up under pre-repeal drinking habits.

But some other advertisers are using copy which is contrary to the more intelligent and far-sighted men in the liquor industry.

I happened to listen to some comments on that bit of advertising copy used by Jay-Thorpe. In the party were several customers of that excellent shop. None of them, however, liked to see a picture of a debutante, over the heading "Life Begins at 21," using her satin dress as part of the bar decoration. Back of the deb were bottles piled up. There was a cocktail standing on the bar before her. She was drinking alone.

Most of the people in the party



### Greist Starts Agency

E. Harold Greist has established a new advertising agency under his own name at Chicago. Offices are at 135 S. LaSalle Street.

Mr. Greist has been in the advertising business for fifteen years. For six years he planned and wrote trade and industrial advertising for Joseph T. Ryerson & Son, Chicago steel merchants. For the last nine years he has been associated with Batten, Barton, Durstine & Osborne, Inc., as account executive and more recently as group head in the Chicago office. Associated with Mr. Greist in the new agency is Victor Fabian, who was advertising manager of the Colgate-Palmolive-Peet Co., for thirteen years.

The American Rolling Mill Company, Middletown, Ohio, has appointed the Greist organization as its advertising agency. A Sunday evening half-hour radio program over a twenty-one station network is being used.

• • •

### Heads Club Committee

Joseph A. Kraus, advertising manager of A. Stein & Company, has been appointed chairman of the committee which will conduct the first membership drive for the recently formed Chicago Federated Advertising Club. He will supervise the activity of ten teams headed by Preston E. Reed, Ben C. Pittsford, Miss Margaret Chase, H. R. VanGunter, F. H. Bartz, C. H. Sundberg, Abe Mitchell, R. A. Brown, C. S. Clark and D. J. Hansen.

of commentators were occasional users of cocktails, sherry or a Scotch and soda. None of them cared at all for copy which suggested that their daughter of twenty-one should get a nice new dress so she could step up to the bar and buy herself a solitary cocktail.

The distillers are going to have to convince the makers of bar fixtures, dresses, furniture, interior decorators and a whole lot of other folks that the idea of preaching moderation is good practice. Else the advertising of other people is going to build up a very definite public resentment, it seems to me, in the minds of ordinarily quiet tempered and moderate people.

This suggestion is made in all friendliness and I hope my gentle suggestion will do a little good before a real consumer revolt against certain types of liquor advertising starts fast.

Sincerely yours,

### "Chicagoan" Appointments

Active members of the management of *The Chicagoan* have been elected officers of the Chicagoan Publishing Company. Edwin S. Clifford, general manager and former secretary, becomes vice-president. William R. Weaver, editor, becomes secretary and Hiram G. Schuster, advertising manager, becomes vice-president. Officers continuing in their past capacity are Martin J. Quigley, president; Colvin W. Brown, treasurer, and T. J. Sullivan, assistant secretary.

Mr. Clifford has been general manager of the company for the last four years. Mr. Schuster has been engaged in advertising work for the last twenty years, principally with the Chicago Tribune and Chicago Daily News.

*The Chicagoan* also announces the addition of Vernon J. Quigley to its selling staff and the appointment of representatives in Philadelphia and New England to assist P. J. Carlin, New York advertising manager.

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### Brice Made General Manager of Atlanta "Journal"

John A. Brice, since 1930 acting business manager of the Atlanta Journal, has been made general manager, to which position he was elected by the board of directors. He has been with the Journal in executive capacities for many years. James R. Gray has been elected vice-president and assistant general manager. J. L. Willford is now secretary-treasurer.

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# Keeping Dealers Sold by Direct Mail

Mr. Swanson got his advertising training at the Frank E. Davis Co., Gloucester's direct-by-mail fish purveyor. He admitted to the members of the Direct Mail Advertising Association, in session at Boston this week, that he tried to introduce the Davis style of personality advertising into the merchandising of glue to the trade. He found, however, that dealers require a different type of appeal and tells what Le Page's uses in working with retailers.

By E. G. Swanson

Sales Promotion Manager, Russa Cement Company

OUR company has managed to weather the storms of business for the last fifty-eight years. According to one of the founders, who passed away a few years ago, they had advertising vision and started advertising immediately. In those early days Le Page's Glue and Carter's Little Liver Pills were the big advertisers.

In 1922 we developed Le Page's Gluecraft, the idea being for the housewife to cover such unsightly things as flower pots, waste baskets and 101 other articles with leftover remnants of cloth. Of course, the colors were to harmonize with the general color scheme of the room.

A booklet was featured in the advertising to sell for 10 cents and several million were sold. Pages in color, black and white—and half and quarter pages were used in a large list of magazines. Gluecraft required a lot of glue and sales were increased very materially, but this proved to be a fad that was popular only a couple of years.

Then we developed Gesso-craft, which was a revival of an old Egyptian art. With the aid of Le Page's Glue you could make a plastic material like clay for decorative purposes. This, too, lasted only a couple of years. In other words, it was a fad—and "faddy" things don't last.

Several years ago we got out a booklet, Le Page's Home Work-

shop, showing how to make things for woodworkers. This included complete plans with step-by-step directions and specifications for materials. Three different books were published—each with more plans and other valuable information such as how to prepare and use different kinds of glue.

In addition we published twenty-seven different job plans for novice, manual training student and advanced workers. Naturally these were featured in the magazine advertising.

I attended the mail-order school of advertising at the Frank E. Davis Co. Those were the days when we sold a lot of fish—right after the war. Folks were educated to eat fish then, because all during the war the slogan was "Eat More Fish." Food Administrator Herbert Hoover worked for the Davis Co., but was not on the payroll. As I recall it, we used this slogan for two years after the war, feeling that fish tasted just as good in peace time.

The copy policy played up the atmosphere of Gloucester and the personality of Mr. Davis. Going with a glue concern, I thought it was a wonderful opportunity to adopt the atmosphere policy, but I soon learned that dealers are interested in profits, and how a product sells.

In 1929, we couldn't stand still so we decided to re-style our pack-



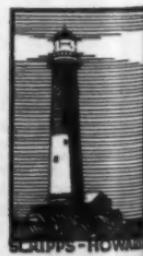
# FORGING A

WE ARE HAPPY TO SAY THAT THE OTHER BUFFALO NEWSPAPERS

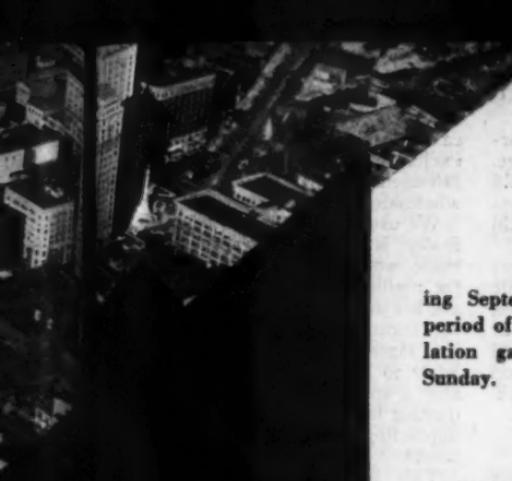
GAINED TOO—PROVING BUFFALO IS A PROFITABLE MARKET RIGHT NOW

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MEMBER OF THE UNITED  
PRESS... ASSOCIATED  
PRESS... AUDIT BUREAU  
OF CIRCULATIONS  
METROPOLITAN SUNDAY  
NEWSPAPERS and of  
MEDIA RECORDS, INC.



THE



**MORE THAN  
1,700,000 LINES GAIN**

**F**OR the six months period ending September 30, compared with the similar period of 1933, the Buffalo Times shows a circulation gain of 8,297 copies daily and 9,728 Sunday.

**D**URING the first nine months of 1934, the Buffalo Times published 4,995,741 lines of advertising, a gain of 1,731,503 lines, or 53%.

**T**HAT this outstanding progress is distributed over major advertising divisions is shown by the following detailed figures:

	Lines Gain
Retail display .....	1,345,567
Department stores .....	369,376
Automotive .....	131,289
Financial .....	26,551
Classified .....	119,045
Men's clothing .....	66,163
Women's clothing .....	132,099

**G HEAD**

**T**HE growing circulation of the *TIRES* (now 78,359 daily and 108,877 Sunday) represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.

**The Buffalo Times**  
A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS... 230 PARK AVENUE, NEW YORK CITY  
CHICAGO . SAN FRANCISCO . LOS ANGELES  
DALLAS . DETROIT . PHILADELPHIA . ATLANTA

ages. One writer in making favorable comments on the new package, said in referring to our old package that "it was a perfect example of what a package should not be."

Package changes should be merchandised, because they provide excellent stimuli for sales forces, and give the retailer a reason for displaying the new packages. And best of all, they provide a good advertising theme for direct mail.

#### Deal Was Offered to the Trade

This was our first serious effort in a national campaign to cover retailers and wholesalers, embracing the drug, stationery, hardware and grocery field. As an added inducement to making the trade conscious of the new packages, we offered a deal of one dozen bottles and one dozen tubes, giving two extra packages with each dozen or twenty-eight packages for the cost of two dozen. This sold to the jobber for \$2.40 and the retailer for \$3.20.

This offer was sent to 15,000 wholesalers and 120,000 retailers. It went out under first-class postage.

We feel that a mailing piece has to be opened and read before you can expect to make a sale. Then too, the jobber and retailer get so much direct mail that their resistance is built up. By using first-class postage, we feel that our prospect has taken the first step. By using color we believe his curiosity is aroused. We try to make it interesting from his profit angle.

This deal was offered for three months and because of the tough sledding during 1930 the time limit was extended until a year had elapsed when it was finally withdrawn. In the meantime several mailings were sent to remind buyers.

Usually we can determine whether a mailing is successful or not in a few days after it has been released. A number of large jobbing orders indicating the advertised goods tell the story. Of course we can't key the jobbers' order forms, so the returns cannot be as accurately gauged as in the

case of the house selling by mail exclusively. We have about fifty salesmen calling mostly on the wholesalers in the country.

We usually follow this plan: the folder is designed for the retail trade with a letter to personalize the mailing, urging the retailer to ask his jobber for the deal or product featured. We send the jobber the same folder, with the retail letter to let him know the story—also a special letter to the jobber quoting his price, and an insert for imprinting to be sent to his retailers.

This folder has a coupon that the retailer can send us if his jobber doesn't or won't stock the goods. Otherwise, our experience has shown that return cards or special order blanks just won't be used. The jobber is placing many orders with many concerns so that he must keep a record of orders placed. This accounts for orders being on his own order forms.

On mailings to paper hangers and wallpaper and paint stores we always use return postal cards because the majority of them don't have order forms—and it only takes a minute to fill out a card—we have ample proof of this.

#### Advertising Interests and Entertains

While we take our advertising seriously, we try not to let the advertising take itself too seriously. We try to interest, entertain and amuse in fishing for orders. You might say the copy in our folders and letters is written in a light vein, yet we try to be sympathetic, optimistic, friendly, persuasive, with plenty of the "you" attitude. And we are not backward about asking for an order at every opportunity.

In 1930 we took over a glue company which had sold exclusively by mail for forty-five years. While Le Page's retails in the bottles and tubes for 20 cents—this concern featured 10-cent glue.

That company had never employed salesmen—all selling was done by letters to the trade. Because of my mail-order experience this job was handed to me.

Oct. 11, 1934

## PRINTERS' INK

57

We have continued the same policy of direct mail. We follow this plan as the most effective:

Six mailings per year are sent to the retail trade of the country in such classifications as drug, hardware, grocer, stationery and a miscellaneous list of variety and paint stores.

Eight mailings are sent to the wholesale trade. Two of these mailings may be only a postal card with a special offer or discount.

There's only one enclosure to the retailer—a letter urging him to order from his jobber, with his prices in the body of the letter.

The jobber receives three enclosures—a jobber's letter and price list and a copy of the letter we send to his retailers, so the only reflection we get is from the jobber.

For several years we've offered the retailer two extra packages with each dozen, or fourteen. Two extra 10-cent sales.

To jobbers we use first-class postage.

To retailers we use third-class, relying upon their curiosity to open them.

We use four different colored letterheads and envelopes, so the trade receives a different color for four successive mailings. The corner card on each has a different set-up in type, with the address only, using the initials of the company.

Last spring we had a mailing on Le Page's Paper Hangers' Paste. We featured the steel drum packing which was new in the trade.

The most significant thing about this mailing was the fact that in checking up sales, we found over a hundred new customers who had been called on by our salesman, but seemed to prefer to buy through the mail.

You'll wonder what the reaction of our salesmen is to direct mail. They like it—they ought to—because they get credit for the sales.



### Yerkes Joins United

William S. Yerkes has joined the executive staff of the United Advertising Corporation and will make his headquarters in the New York office. In July, 1931, when Outdoor Advertising, Inc., was organized, Mr. Yerkes was elected vice-president, a position he held until his resignation to join United. He was at one time vice-president and general manager of the O. J. Gude Company, and later, first vice-president of the Thomas Cuack Company. He also was a director and vice-president of General Outdoor Advertising Company, Inc.

• • •

### Has Golden Blossom Honey

The John G. Paton Company, New York, has appointed The Al Paul Lefton Company to direct the advertising of Golden Blossom Honey. Initial advertising will comprise daily insertions in a list of seven newspapers in the metropolitan New York area with other cities to be added later.

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### "Smart World," New Magazine

The first edition of *The Smart World*, a publication devoted to personalities and interesting happenings in leading Eastern cities, will appear on November 10. It will be edited by Frances Johnson, formerly with *Spur*. Marian Moore Hall is publisher. Offices are at 580 Fifth Avenue, New York.

### Heads Hudson Motor Sales

William R. Tracy has been appointed general sales manager of the Hudson Motor Car Company, Detroit, assuming the position formerly held by Chester G. Abbott. Mr. Abbott, who has been associated with the sale of Hudson products for twenty-one years and who during the last five years has been a director and general sales manager of the company, has resigned due to the increasing pressure of personal affairs. Mr. Tracy has acted as sales manager for many years.

• • •

### J. S. Johnson with I. G. A.

J. Sidney Johnson, for seventeen years advertising manager of the Western Grocer Company and organizer and general manager of the Rite Way Stores division of that company, has resigned. He has accepted a position in Chicago with the Independent Grocers Alliance of America, where he will have charge of a new division.

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### Paint Account to Erwin, Wasey

The Detroit White Lead Works, Detroit, manufacturers of the Rogers line of paints, varnishes and lacquers, have placed their advertising account with Erwin, Wasey & Company, Chicago. Radio, business papers and newspapers will be used in a forthcoming campaign.

# Twenty Candles for A. B. C.

**Added Features Billed for Audit Bureau's Birthday Convention at Chicago; Several Other Groups to Meet**

**A. B. C.** Week at Chicago will be rather special this year in that with this, its twenty-first annual convention, the Audit Bureau of Circulations observes its twentieth birthday. In recognition of the important milestone, several added features relating to the part this organization has played in the development of advertising in the United States and Canada have been incorporated in the program for the two-day meeting, which begins October 18 at the Stevens Hotel.

As usual, the week will bring a converging of conventions of several other publishing and advertising interests at Chicago, as detailed below.

President P. L. Thomson will call the A. B. C. meeting to order on Thursday morning, present his annual report and introduce these speakers:

Arthur H. Kudner, president of Erwin, Wasey & Company and chairman of the board of the American Association of Advertising Agencies. Stanley R. Latshaw, president of the Butterick Publishing Company and chairman of the Code Authority of the Periodical Publishing Institute. Allyn B. McIntire, vice-president and advertising manager of the Pepperell Manufacturing Company and president of the Association of National Advertisers. Marco Morrow, assistant publisher of The Capper Publications.

A new event this year will be an Audit Bureau luncheon Thursday noon, featuring an address by Col. Frank Knox, editor and publisher of the Chicago *Daily News*.

From there on the convention will follow its customary pattern: meetings of the six divisional groups on Thursday afternoon and general business sessions Friday morning and afternoon. Among the subjects slated for discussion and possible action are: a proposed

ruling regarding newspaper circulation breakdowns for municipalities within a metropolitan city zone; a petition to average newspaper circulation on a five-day basis; and modification of the business-paper report form.

The Inland Daily Press Association will meet Tuesday, October 16. Henry J. Allen, of Kansas, will address the luncheon meeting, and Howard Davis, business manager of the New York *Herald Tribune* and president of the American Newspaper Publishers Association, will speak at the Wednesday luncheon.

Also opening on Tuesday will be the annual convention of the Outdoor Advertising Association of America, which will run through Thursday. Advertisers and agents of prominence will be on the bill for the national advertising session on Tuesday afternoon.

Major Market Newspapers, Inc., has its annual meeting scheduled for Tuesday. This is to be an all-day meeting with a luncheon.

## All-Day Meeting for Newspaper Executives

On Wednesday the Newspaper Advertising Executives Association, will have an all-day meeting. On the program will be talks by Harold Anderson of the Gallup Research Bureau and William Nugent of Media Records, Inc., and, of course, the characteristic spirited round-table discussions of newspaper advertising problems.

Wednesday brings also the annual meeting of the Agricultural Publishers Association.

Other branches of the advertising and publishing world will be brought together in the conventions of the United Typothetae of America at the Palmer House, October 15-17, and of the Advertising Signs and Metal Signs and Display Manufacturers Association at the Edgewater Beach Hotel, October 17-18.

With an October gain of more than 5,000 lines in all-edition commercial, **PROGRESSIVE FARMER** leads all rural monthlies in lineage gained over October, 1933. And with a ten months' gain of more than 47,000 lines in all-edition commercial, **PROGRESSIVE FARMER** leads all rural monthlies but one in lineage gained during the first ten months of 1934.

# Drought, Sm and Magazine

THE New York Times last Sunday proclaimed the J. C. H. "Again Fortune Smiles on the Prairies," and the rising org "A Wave of Spending Sweeps the Midwest as Farm Income small comes Are Found to Have Risen as a Result of the 1934. The Drought." Coincident with this statement, comes the same period report from the U. S. Department of Commerce that small towns August sales of general merchandise in small towns and rural areas were 17 per cent greater than in July and 11 per cent greater than in August last year. And b small towns cultural s

Another potent barometer of how small town and farm folks are spending, are the recent financial statements from the two great mail order houses—Montgomery Ward and Sears Roebuck. Both houses, whose mail order sales at retail stores are largely a small town and rural merchandising operation, enjoyed substantial gains. For the first eight months of this year, Montgomery Ward sold \$32,000,000 more merchandise—a 33 per cent increase over last year. Similarly, Sears Roebuck sold \$34,000,000 more—a 22 per cent increase.

## The HOUSEHOLD M

TOPEKA, KANSAS

New York

(Guaranteed 1,750,

Chicago

# Small Town Sales LARGE Revenue

aimed the J. C. Penney, almost exclusively a small town merchant and the leading organization, sold \$22,000,000 more merchandise in Farm and small towns of America for the first eight months of the year 1934. This represented a 22 per cent increase over the same period of 1933. Lane Bryant, doing a large business in small towns, show a \$1,000,000 gain in sales—a 16 per cent increase.

July and And business is going to continue to be good in the small towns and rural areas. Most of the important agricultural states, forecasts the New York Times, will receive many millions of dollars more for their reduced 1934 crops than for their big 1933 crops.

Ward and With better business in small towns and a circulation dominating the small town market, it is only natural that Household should rank among the magazines showing an increased revenue this year. Only 11 of the 23 women's magazines listed by P.I.B. had a revenue figure in excess of \$1,000,000 for the first 9 months. Among these 11, Household, with 23 per cent revenue gain, stands third, exceeding all six of the urban women's magazines.

## WHO MAGAZINE

Guaranteed 1,750,000)

ARTHUR CAPPER, *Publisher*

San Francisco

Detroit

Oct. 11, 1934



**"I'll see them again when there are more papers like The Journal of Portland, Ore."**

Space-buyers could call "Time Out" a lot more often if more major markets had a newspaper with the outstanding leadership of The Journal. From kick-off to closing whistle the game would be shorter, easier to play, more certain in sales-scoring results. But in all the country, in cities of equal size or larger, only five other newspapers have crossed the *Rule of Three* goal.

#### The RULE of THREE:

##### **1 CIRCULATION LEADERSHIP**

The daily Journal has the largest daily circulation in the Pacific Northwest. The only

+ daily in this territory with over 100,000 circulation—it has 31% more city circulation than any other Portland daily.

##### **1 ADVERTISING LEADERSHIP**

+ The daily Journal leads in retail lineage, general lineage, total paid lineage.

##### **1 LOWEST MILLINE RATE**

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.



**THE JOURNAL** PORTLAND, OREGON

REYNOLDS-FITZGERALD, Inc., NATIONAL REPRESENTATIVES  
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

# Plagues

**Here's First Clearing-House of Advertising Diseases and Their Promulgators**

DURING the last several years the flesh has become heir to at least seventy-five additional ills—creations of advertisers who, instead of merely following the traditional part of generating desire for their goods, have invented new diseases and prescribed their products as specific therefor.

For a time it looked as though the advertising disease were only a short-lived child of the frantic anything-phase of the present merchandising. It has, however, flourished steadily. Each passing month brings its crop of menacing new afflictions and industrious efforts on the part of their respective sponsors toward preventing the dread infection. Applications have gone far beyond mere drug store commodities or vitamin-laden foods. Such outwardly untherapeutic items as automobiles, typewriters, insulation boards and furniture have assumed roles as remedies for human afflictions.

Theoretically, at least, this is a most potent form of approach. A mere desire, after all is an optional affair, whereas a malady involves a certain amount of fear, is more impelling to action, and besides maladies are very dear to the heart of the American public.

### A Sloppy Way Out of a Dilemma

The main objection to the advertising disease, assuming the scruples of common decency and sense are being observed, is that it may be just a sloppy way out of a copy dilemma. Concoct a crisp, rhythmic term like "Colon Collapse" and the whole campaign just about writes itself from formula without any need of thinking on merchandising and advertising fundamentals. Consequently, while some of the current advertising disorders may be a serviceably graphic means of getting across a message, others are just plain silly.

At any rate, the technique, to all current indications, is with us to stay. Hence, a clearing-house (or clearing hospital) of advertising diseases may serve a useful purpose as a point of central information as to what ailments have already been promulgated. Whether a legal property right resides in an advertiser's disease, as in the slogan, is a matter that has not so far become a subject of court decision, although there have been two or three cases where an advertiser has taken over into his copy a malady previously coined and spread by another company in the same field. However, originality is probably a desirable quality in applying the disease technique and conflicts with the creations of others should be avoided.

### Only Out-and-Out Inventions Listed

Recorded here are only those diseases which are out-and-of inventions of the manufacturers, and which have no counterpart in medical designation. Thus, such miseries as halitosis, psoriasis, alopecia, asthenia, and seborrhea are not included, although admittedly they would be relatively obscure and unpopular were it not for the energy of befriending advertisers.

The list which follows is a reasonably complete and up-to-date one, although, of course, some omissions are inevitable. Unfortunately, the records on hand do not include the names of the remedies of several disorders, among them: Underarm Offense, Four O'Clock Fatigue, Perspiration Odor, Deskitis.

It should also be noted that some of the diseases here listed are not currently virulent. No doubt some, so far as present intention is concerned, have been abandoned as not being contagious enough or sufficiently appealing to consumer imagination. Possibly, in other cases

Oct. 11, 1934

the sponsors are merely allowing the germs to lie fallow for a while so as to gain strength for a future epidemic.

Disease	Remedy	Disease	Remedy
<i>Acid Indigestion</i> —Phillips Milk of Magnesia		<i>Intestinal Fatigue</i> —Fleischmann's Yeast	
<i>Ashtray Breath</i> —Old Gold Cigarettes		<i>Intestinal Toxicity</i> —Eno Fruit Salts	
<i>Athlete's Foot</i> —Absorbine, Jr.; Solvex		<i>Lordosis Curve Backline</i> —Spencer Corsets	
<i>Auto Fatigue</i> —Dodge Motor Cars		<i>Meal Monotony</i> —Knox's Gelatine Medicine Smell—Kirk's Castile Soap	
<i>Bad Air Plague</i> —Holland Furnaces		<i>Mineral Starvation</i> —Parkelp	
<i>Bankrupt Nerves</i> —Yeastfoam		<i>Morning Mouth</i> —Astringosol	
<i>Barn Odor</i> —Kirk's Castile Soap		<i>Nasal Mucus</i> —Mistol Drops	
<i>Bathtub Ring</i> —Kirk's Castile Soap		<i>Office Hips</i> —H & W Corsets	
<i>Body Odor</i> —Lifebuoy Soap		<i>Office Shell Shock</i> —Acousti-Celotex	
<i>Calendar Fear</i> —Lysol		<i>Painted Look</i> —Tangee Lipstick	
<i>Cheap Soap Complexion</i> —Roger & Gallet Soap		<i>Paralyzed Pores</i> —Lady Esther Cream	
<i>Cigarette Dryness</i> —Smith Bros. Cough Drops		<i>Pendulosis</i> —Maidenform Brassieres	
<i>Coffee Nerves</i> —Kaffee Hag		<i>Pink Toothbrush</i> —Ipana Toothpaste	
<i>Cosmetic Skin</i> —Lux Soap		<i>Pipe-Osis</i> —Raleigh Tobacco	
<i>Critical Age</i> —Hinze Ambrosia		<i>Radio Ear</i> —Zenith Radios	
<i>Damp Day Pains</i> —Sloan's Liniment		<i>Sandpaper Hands</i> —Nivea Creme	
<i>Day Drowsiness</i> —Thompson's Malted Milk		<i>Scalp Crust</i> —Packer's Tar Soap	
<i>Dirty Face</i> —Daggett & Ramsdell Cream		<i>Scurf</i> —Packer's Tar Soap	
<i>Dirty Underclothes</i> —Lady Esther Cream		<i>Septic Skin</i> —Noxzema	
<i>Dishpan Hands</i> —Lux		<i>Shaver's Neck</i> —Durham Duplex Razors	
<i>Doggy Odor</i> —Glover's Kennel & Flea Soap		<i>Shift Key Fatigue</i> —Royal Typewriter	
<i>Domestic Hands</i> —Hind's Honey & Almond Cream		<i>Shoe Shame</i> —Friendly Five Shoes	
<i>Dry Skin Blight</i> —Woodbury's Cream		<i>Smog</i> —Golden Peacock Cosmetics	
<i>Face Shine</i> —Mennen's Talcum		<i>Smoker's Fag</i> —Phillips Milk of Magnesia	
<i>Fat Starvation</i> —Good Luck Margarine		<i>Smoker's Teeth</i> —Bost Toothpaste	
<i>Finish Rot</i> —Simoniz		<i>Sneaker Smell</i> —Hood Tennis Shoes	
<i>Folliculitis</i> —Gillette Razors		<i>Spoon Food Face</i> —Diamond Walnuts	
<i>Germ Mask</i> —Kolynos Dental Cream		<i>Sulphide Breath</i> —Haley's M-O	
<i>Hidden Hunger</i> —Milk (Milk Foundation of Chicago)		<i>Tattle Tale Grey</i> —Fels-Naptha Soap	
<i>Hi-Tense-Itis</i> —Nervine		<i>Tobacco Yello</i> —K & B Cigarette Holders	
<i>Homitis</i> —Local Contracting		<i>Traffic Foot</i> —Bendix Brakes	
		<i>Undie Odor</i> —Lux	
		<i>Unpleasant Breath</i> —Pepsodent Antiseptic	
		<i>Vacation Knees</i> —Campho-Phenique	

# Sales Letters

Some Random Thoughts on Effectiveness Induced by Reading the Mail Sent Three Retailers

By Don Gridley

A LETTER sent out to dealers by Powel Crosley, Jr., brings up again the question of the long letter vs. the short letter.

Mr. Crosley took nearly three pages of single-spaced typewriting to tell his story. Now the average dealer is supposed to throw away any letter over a page in length, but it is doubtful if many dealers tossed away Mr. Crosley's communication without at least a superficial reading.

In appearance the letter was quite uninteresting. There were no cartoons, no illustrations, not even a salutation.

The letter commenced, "We have been asked the question regarding the building of an air conditioning unit which would cool a single room in a home."

While that is not what is technically known as a snappy opening, it is one of the best openings possible because it brings up a question of basic interest to practically every dealer. The letter continued:

"Of course, we could, but at the present time we are concentrating our efforts upon the Coolrest which, we believe, after a reasonable period of introduction will sweep the country with its popularity, providing as it does economical air conditioning for one or two persons during the period of rest or sleep which represents eight hours of each twenty-four that we live."

With this introduction the average dealer will want to read on. The letter continues to develop the story of Coolrest by describing what the product will do and then giving its sales possibilities. Following this, Mr. Crosley quotes four cases where people have had unusual results from using the product. Mr. Crosley then quotes a couple of testimonials and then

discusses quite frankly some of the sales objections regarding the product.

It is difficult to put a finger on the elements that make this letter good. One reason is that there is no preliminary sparring for position, no fill in and no superheated sales conversation.

The lesson is, of course, that any letter which is simple, sincere, and deals with a problem close to a retailer's heart will be read whether it is one or five pages long.

\* \* \*

In advertising Reg'lar Fellers' junior sports equipment, The P. Goldsmith Sons, Inc. has been making excellent use of cartoon illustrated letters. Because the name of the product is based on a famous cartoon, the cartoon idea lends itself very well to use on sales letters.

The company has been wise enough to capitalize the idea to the full and to keep the breezy spirit of the cartoon in all the letters.

For instance one sent out on September 10 carries a heading, "Can Your Brain Broad-Jump '82 Feet?"

Now here is snappy opening for a letter, but it fits so nicely into the Reg'lar Fellers' selling theme that it does not jar as do so many snappy openings put at the head of letters as attention getters.

While it is probably unwise to over-emphasize the idea of harmony in letter writing there is little question that many a reasonably dignified and effective sales message has been spoiled by too much of what is known as zim and zigor.

Back-slapping can be overdone badly in letter writing. This was well illustrated a few years ago when almost every letter that a dealer opened was nearly breezy

enough to blow him out of the window.

Breeziness is excellent in its place, but it has to be handled with skill and tact. If some of the breezier letter writers would attempt to show the same spirit in personal talks with dealers, they would probably be quickly eliminated from the American scene—which might not be a bad idea, at that.

\* \* \*

I have often wondered why more sampling is not done by mail. There are many products which lend themselves beautifully to the idea.

I am reminded of this by a letter recently sent out by the Hettrick Manufacturing Company of Toledo. This company makes canvas products and clipped to the letter was a sample of one of these.

No one denies the importance of getting a product into the prospect's hands. If he can see it, feel it and smell it, yes, in many cases, taste it, frequently the sale is about made. Sampling of most products that lend themselves to the idea is not expensive and it does do the job of getting the dealer to know what the sales letter is talking about.

Sometimes a small swatch attached to a letter makes more effective selling ammunition than a larger sample shown by a salesman. With the salesman a dealer often hesitates to put the product through tests which he can perform if he has a sample to himself with no salesman at hand.

\* \* \*

A few years ago the practice of sending proofs of national advertising to dealers was undoubtedly overdone. It was natural that there would be a reaction with the result that today far too few dealers are seeing actual proofs of advertising.

The practice itself is excellent, but many an advertiser's execution was faulty. There is no particular value in flooding a dealer with proofs of advertising if he is not told what that advertising is going to do for him.

In the good old days when many advertisers put every dealer on their mailing list to get a proof of

every national advertisement, the practice was carried on perfumctarily. Comparatively few advertisers were wise enough to tell what the advertising would do and why it would do it.

Today most of those advertisers who are sending proofs to retailers are accompanying these proofs with letters explaining the campaign and showing what the advertising is intended to accomplish.

\* \* \*

A few companies are duplicating their trade effort by sending dealers samples of their trade advertising on the theory that the dealer who has by some chance not seen the advertising will get the message and those dealers who have already seen it will be impressed by the second showing.

Among these companies is the Boston Woven Hose & Rubber Company, which recently sent out a color proof of a full-page advertisement with the following letter:

"The enclosed sample advertisement of Bull Dog Friction Tape is typical of the publicity now running in several of the leading trade papers of the country.

"Bull Dog Friction Tape has been on the market for about fifteen years and the sales have been constantly increased because of its intrinsic quality and the attractive full-color display container in which the tape is packed.

"Bull Dog costs you no more than ordinary tapes, yet gives you many advantages. It builds goodwill among your trade by creating satisfied customers who easily remember the name and prefer Bull Dog to any other brand once they have used it.

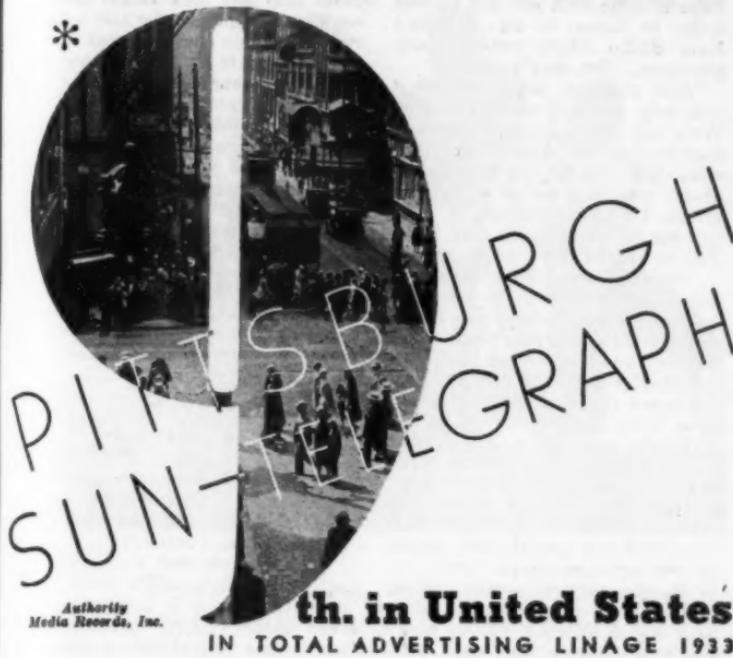
"Don't order simply 'friction tape' from your jobber. Specify 'Bull Dog' and get these important sales and advertising advantages as a premium to help you in merchandising larger quantities of friction tape to your trade."

\* \* \*

When it comes to featuring radio programs manufacturers are more alert to the possibilities, probably because radio is still somewhat of a novelty. Here, for instance, is a letter recently sent out by S. C. Johnson & Son, Inc. showing how

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\*Twenty-fourth in 1928! . . . NINTH in 1933 . . . More and more advertisers are coming to the conclusion that The Sun-Telegraph is indispensable to a complete coverage of the great Pittsburgh market . . .

## THE PITTSBURGH SUN-TELEGRAPH

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

this company is capitalizing on radio's dealer influence.

"Extruh! Extruh! All about New Radio Show!

"Take a couple of minutes to look over the rotogravure news enclosed. You'll find it interesting. Take it home with you and tell the folks to listen in on Johnson's New Radio Show next Sunday afternoon. Bet they'll like it.

"And you can bet, too, that it will help you sell more Johnson's Wax and other Johnson products than you've ever done before. The sales talk doesn't crack the ear-drums like it does in some programs, but it's there and it loses nothing by being quiet and brief. Tell us if you think we're wrong!

"Besides radio, Johnson advertising, as you see, continues in magazines and newspapers. Every month! Strong, compelling copy. Telling lots of people in your neighborhood about Johnson's Wax, Johnson's Glo-Coat and Johnson's Auto Wax and Cleaner.

"Don't keep it a secret that you're selling these products. Keep stocks up and display them in your window and on your counter. And speaking of stock, we suggest that you order the special deals shown on the cards enclosed—now.

"By the way, if you're coming into Chicago any week-end, drop us a line in advance, tell us where you'll be staying and we'll send you a couple of tickets to the WMAQ studios where you can see as well as hear 'The House by the Side of the Road.'

\* \* \*

About the same time the Texas Company was sending out an announcement that the Fire-Chief broadcasts were going back on the air October 2. The following paragraphs from this letter are quoted because they indicate an effective way of getting over the importance of any type of advertising:

"Let me give you some inside information about the program:

"During the last two weeks of May (just before the vacation period) The Texas Company made an elaborate check-up on our radio program. We made thousands of telephone calls. We talked to over 27,000 people about the Fire-Chief

Broadcast. When you find out what 27,000 average citizens are doing or thinking, you come pretty close to determining what 27,000,000 may be doing or thinking.

"We found that a little better than *three out of every five* of those who had their radios turned on were listening to the FIRE-CHIEF PROGRAM. This check-up was made in every State in the country, in large cities and small, so it does represent an accurate cross-section.

"But, *two-thirds* of those not listening to our Program were listening to a very fine dance orchestra conducted by Eddy Duchin, famous for his broadcasts from the stylish Central Park Casino in New York City.

"So, it is with great pleasure we announce as an *added attraction* Eddy Duchin and his increasingly popular Orchestra. And, furthermore, they have been signed up exclusively for TEXACO."

\* \* \*

I wonder if the "Office of the President" idea isn't being pretty badly overdone these days. One dealer recently found in one mail three letters bearing on the letter-head the single super-scriptio, "Office of the President."

If the letters had been individually typed they might have been impressive, but as in each case they were rather poorly printed, the dealer was far from impressed, particularly after he read the message and found that it was trivial.

Like many an excellent idea this one seems to be suffering from a great deal of over-doing.

\* \* \*

I also wonder how many thousands of letters go out every week with the word "wastebasket" mentioned in the first paragraph.

Such letters usually start, "Don't throw this in the wastebasket until you have read—" or "If you throw this letter in the wastebasket, you will lose—"

Originally, I imagine, it was supposed to be rather daring even to mention a wastebasket in a sales letter. Today it is not daring, only rather trite.

\* \* \*

A hardware dealer in up-State New York recently received a let-

# SOME THINGS MEN NEVER FORGET



**T**HOSE team-mates you see on a football field . . . plunging, lunging, sprinting, sprawling . . . fighting like wildcats to tear a hole to the goal . . . why, say, no matter how old they live to be, no matter how they scatter in later life, they will never forget the thrills and friendships of their Varsity days. (When men go through Great Experiences together, it usually creates among them a lasting bond of good fellowship. (It is certainly true of 816,000 men we know—816,000 good fellows who meet once every month in the pages of a magazine . . . one particular magazine which they read from cover to cover with a sentimental attachment not conferred upon any other publication. (Those men are American Legionnaires. The magazine we speak of is *their* own magazine, *The American Legion Monthly*. For advertisers, this medium is the one sure way of getting under the skin of these 816,000 men. (A friendly, front-door approach to 816,000 men of better than average income—men in the prime of life, few under 35, few over 45. *The biggest Man Market ever wrapped up in one package*—for only \$1600 a page, which is \$1.98 per page per thousand. Get to this audience and you get results!

**"It Gets Under Their Skin"**

Oct. 11, 1934

# *Tomorrow's exciting life to*

**1932**

**SINCLAIR LEWIS'**

"Ann Vickers" appeared in Redbook—first magazine to serialize this Nobel Prize winner after his award. Introduced to the general public as a \$2.50 book a few months later.

**KING ALFONSO of SPAIN**

writes his Memoirs. In competition for the secrets King Alfonso alone knew, Redbook secured a scoop. King Alfonso consented to write this amazingly frank manuscript that took Redbook readers behind closed palace doors.

**1933**

**A COMPLETE BOOK-LENGTH NOVEL**

was added each month starting August, 1933. Redbook becomes a magazine plus a complete 50,000 word novel, a reading value of \$2.00 for 25¢.

**"A FAREWELL TO FIFTH AVENUE"**

by Cornelius Vanderbilt, Jr., told what was going on in Fifth Avenue mansions. The general public will get these revelations in book form next January—in 1935.

**"THE THIN MAN"**

was first printed in one issue of Redbook. Now a \$2.00 book and a Hollywood feature picture. Redbook readers were first to read Dashiell Hammett's best seller—at the cost of a single issue.

## IN THIS ISSUE JUST OUT



GLADYS HASTY CARROLL'S new novel begins. • • •

"HOOVER OFF THE RECORD," by Theodore G. Joslin, reaches its climax. • • •

IN THE SAME ISSUE Marie Dressler's autobiography, "Life Begins at Sixty," plus novels, stories and features by Don Marqua, James Warner Bellah, Katherine Newlin Burt, Arthur Somers Roche, and many others. • • •

PLUS A COMPLETE BOOK-LENGTH NOVEL, "Recipe for Murder," over 50,000 words by Vincent Starrett. • • •

COMING . . . ERICH MARIA REMARQUE, ALFRED E. SMITH, HENDRIK VAN LOON, and many more.

# literary events are in today's REDBOOK

## 1934

### SIR PHILIP GIBBS'

"The Cross of Peace" appeared first in Redbook, complete in one issue, later as a best-selling \$2.50 book. Redbook readers read it first.

### HUGH WALPOLE'S

"Captain Nicholas" ran in magazine version in a single issue of Redbook, July 1934. Now the book is a best-seller, the September 1934 Literary Guild selection. Redbook readers read it first.

### "HOOVER OFF THE RECORD,"

by Theodore G. Joslin, secretary to Hoover, opens White House doors to disclose facts of the Bonus Army, the RFC, the Bank Holiday.

### AND NOW,

the author of "As the Earth Turns" (sensational best seller last year), Gladys Hasty Carroll begins the most important novel written in America since "Main Street."

Before these best sellers and significant writings reached the public in book form, the readers of Redbook Magazine had *already* enjoyed them

**W**HAT made 20,000 new people buy Redbook for the *first time* last month? And 32,000 for the *first time* the month before that? And 34,000 the month before that? What makes one person tell another when he "discovers" Redbook? We can explain. Redbook satisfies discriminating readers who demand great writing. They like the tempo of Redbook. They like its particular world of ideas and significant events. They recognize the value of the complete, new novel extra in each issue. That Redbook is growing fast is no surprise to Redbook readers. See for yourself. The new issue is on sale today.

ter from the Clarke Sanding Machine Company which started with this paragraph:

"We thank you for the courtesy shown our representative when he called recently. It is our representative's opinion that your fine store could easily make substantial profits renting the Dreadnaught Dustless Sander."

This brings up the point of how often manufacturers neglect to refer to visits of their salesmen to dealers' stores. After all, the salesman must make his personal impression—if he is a good salesman and if he is a bad salesman he shouldn't be sent out anyway—so that there would seem to be a real value in re-emphasizing his visit.

\* \* \*

Frequently these days dealers receive letters from manufacturers dealing with changes of policies due to code changes. As a general thing these letters are so matter of fact and sometimes so complicated

that they further irritate retailers who are already irritated at the vagaries of code making.

It would seem to be a good policy in writing to dealers about codes to make the letter as interesting as possible. A good sales letter writer can put a sales hook even in a code letter.

\* \* \*

A few manufacturers even today overdo the matter of enclosures. A Connecticut druggist recently showed me some letters that he had received during the previous week and several of them were so stuffed full of enclosures that the dealer quickly lost his interest. Trying to read some of the letters and enclosures sent out by a number of manufacturers is like trying to watch a six-ring circus.

One of the letters this druggist received committed the one unforgivable sin of sales-letter writing. It came in an envelope with a postage due stamp on it.

\* \* \*

### Lackey Heads New Business

James B. Lackey, for the last twenty-seven years with Barron G. Collier, Inc., and affiliated companies, has resigned as vice-president of these several companies. He has organized and is president of the Advertising Engineering Service Company at 100 East 42nd Street, New York. The new company will act in an advisory capacity in the negotiating, letting and supervision of advertising contracts, particularly with relation to car card advertising.

\* \* \*

### With Popular Publications

Everett Phelps Irwin, formerly with the promotion department of the Condé Nast Publications, has joined Popular Publications, Inc., New York, as advertising director. Carl H. Farrar, formerly with *Judge*, has joined the sales staff of Popular Publications, Inc.

\* \* \*

### Pearson Joins "Architecture"

A. Cameron Pearson will become associated with *Architecture*, New York, on October 15, and will cover the New England and New York State territory for that publication. He formerly was with *Dry Goods Economist*.

\* \* \*

### Adds New Account

The advertising of Reminder Parcel Shelves, made and distributed by the Kent Manufacturing Company, Chicago, will be handled by Gale & Pietsch, Inc., Chicago advertising agency.

### Death of P. S. McGlynn

Patterson S. McGlynn, publisher of the Moline, Ill., *Dispatch*, for forty-nine years, died at that city last week aged eighty-four. His death ended an active newspaper career of more than seventy-one years. After working on papers in Davenport, Iowa, and Chicago, he purchased a half interest in the *Dispatch* in 1885. A small paper having only a few hundred circulation at the time, the *Dispatch* was built up by him to a circulation of nearly 14,000.

\* \* \*

### Buys Lancaster "Gazette"

The Hocking Glass Company, Lancaster, Ohio, has purchased the Lancaster Daily *Gazette*. William P. Fisher, general manager of the Hocking company, will be president of the publishing company. C. J. Beach, former owner and publisher of the paper, remains as editor temporarily.

\* \* \*

### Plans Intermountain Campaign

The Ad-Craftsmen, Salt Lake City, Utah, have been appointed to conduct an Intermountain States newspaper campaign for Lucian A. Ray, Inc., Salt Lake City, which has started to pack, under its own name, a new tomato juice to be known as "Sun-Ripe."

\* \* \*

### Diller with Merrill Anderson

Alfred W. Diller, formerly with The Blackman Company, New York, has become associated with The Merrill Anderson Company, advertising agency of that city, as vice-president.

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# Look Out for Old Cui Bono!

**Why Copy Writers Whose Ideas Are Sat Upon Should Not Resort to Crying Towel**

**By T. Harry Thompson**

Copy Supervisor, N. W. Ayer & Son, Inc.

PARDON my Latin accent. You know Cui Bono, surely. That old demagog of defeatism; that old rotten apple in the barrel of blushing pippins; that old meany who throws you an anvil when you are gulping sea-water. I say look out for him. He's no bargain in any business, much less a business that depends largely upon the printed page for acceleration. For advertising is essentially the language of optimism.

Get a creative man into a what's-the-use frame of mind and he's about as much good as flea-powder in an aquarium. Which is very understandable, if you will just cerebrate for a moment. His head is his laboratory, his work-shop, if you please.

Get *that* all fogged and furry with musts and don'ts and acquired inhibitions and there's no room for constructive thinking. No room and no incentive. Oh, sure; if *he* doesn't write it or sketch it the way you want it, there are a hundred others who will. As the man behind the blue pencil, you can always have your own way.

Sometimes, in fact, you will be right in insisting upon that prerogative. Sometimes, too, you will be getting just good, "union" layouts and run-of-milline copy by winning the argument. Have you ever thought of that?

I often think that abrachian Venus de Milo did not lose her arms by accident or through the vicissitudes of time. I suspect that when she was delivered to the man who ordered her, he said: "You didn't quite catch my idea. Those arms are terrible." And then he borrowed the sculptor's mallet and messed up the entire works. Well, anyhow, it could have happened that way.

Let me go back a moment to

what I said about the creative person's head being his or her laboratory. That is literally true. That's where the real action of the piece takes place before it is transferred to the stage of the paper in the typewriter or the onion-skin on the drawing-board. To put it another way, the cylinders of a creative man's brain cannot hit on all eight if there are one or two corroded plugs.

And so many things can corrode those plugs—serious sickness at home, a bad tooth at the office, a lovers' quarrel the night before, or an unsympathetic attitude on the part of *any* one who has to do with the acceptance of a piece of copy, or a layout to embellish that copy.

### Better Pampered and Coddled Than Badgered

No, I don't want any reader to think of creative people as so many prima donnas who must be pampered or coddled. But, for the sake of real sales-producing advertising, I would rather have them pampered and coddled than badgered and curdled. When a creative man's spirit is crushed by repeated frustration, he's ready for the bush-leagues. Of course, an old campaigner is less sensitive to some things than a promising cub.

The old-timer can get a piece of his copy back, full of scribbled changes, and dismiss the whole thing with a snort. He'll go at it again from perhaps an entirely new angle, compromising his own point of view somewhat, but producing something of which he is not too ashamed. The youngster, on the other hand, is apt to be damaged somewhat by what appears to be unreasonable criticism.

Some good halfbacks have been made by coaches who went to the

# The

## *Associates*

•  
ATLANTA JOURNAL  
BALTIMORE SUN  
BIRMINGHAM NEWS  
BOSTON HERALD  
BUFFALO TIMES  
CHICAGO DAILY NEWS  
CINCINNATI ENQUIRER  
CLEVELAND PLAIN DEALER  
DALLAS NEWS  
DETROIT NEWS  
INDIANAPOLIS STAR  
MEMPHIS COMMERCIAL APPEAL  
MILWAUKEE JOURNAL  
MINNEAPOLIS JOURNAL  
NEW ORLEANS ITEM-TRIBUNE  
NEW YORK HERALD TRIBUNE  
OMAHA WORLD-HERALD  
PHILADELPHIA RECORD  
PITTSBURGH PRESS  
ST. LOUIS GLOBE-DEMOCRAT  
WASHINGTON STAR

•  
**UNITED NEWSPAPERS**  
*Magazine Corporation*

420 LEXINGTON AVENUE, NEW YORK,  
CHICAGO OFFICE: 360 N. MICHIGAN AVE  
DETROIT OFFICE: GENERAL MOTORS

•  
\*Distributed with the Sunday edition except in  
Chicago Daily News Saturday edition  
**FIRST ISSUE, FEBRUARY 24, 1935**

# Gossip

When big things are stirring there is bound to be gossip. Already some of the news about THIS WEEK is out. One rumor is that 14 leading newspapers are behind it. Well, that is wrong. There are 21 leading newspapers behind it.\* And they are the newspapers whose circulations cover 21 of the major distribution centers east of the Rockies. Here's a quick picture of THIS WEEK: A well-balanced weekly magazine with only first-run fiction, good articles and the best of illustrations. Printed in colorgravure. And if you don't mind figures, a non-duplicating circulation of over 4,000,000 concentrated in America's "A" market which does 88% of our retail business. But you don't have to depend on gossip for THIS WEEK'S story. We can give you all the facts in five minutes' time. And when you hear the story of its low cost, its concentrated coverage and—most important of all—its *double advertising value*, you will see why THIS WEEK is being so widely discussed.

# This Week

*Concentrated in America's "A" Market*

dressing-room between periods and yelled and swore like lunatics. In fact, you might call it a dressing-down room. The halfback who could take it, came out on the field in the next quarter fighting mad, ready to annihilate anything or anybody that got in his path. That may be O. K. in football and other major sports, but I have never seen it work in the writing business. Not that writers are sissies, ready to break down and sob under bombardment. They are more apt to adopt the Cui Bono attitude, amplified with some well if hastily chosen words of their own.

If temperaments were the only consideration, I shouldn't expect much sympathy for creative people, especially from hardened executives who have to think impersonally, by and large. But I do think a better crop of work will result when the soil is fertilized with some human understanding of

the problems involved. An actor always gives a better performance with the audience on his side, with applause when merited. Treat him to a shower of fruits and vegetables, even figurative, and he is ruined. And so is the show.

Before I sign off, I'd like to say a word or two to the creative people in the advertising business whose hides have not yet been toughened by the barbs of criticism. Namely, there are usually a dozen ways to do a job, all equally good. If your pet idea is trampled upon, don't get out the crying towel. And don't lose your temper. Try a little persuasive salesmanship. If you can't get any support for the idea, maybe *you* were wrong. Then try another tack. You can't be wrong *all* the time. With practice, you will win more battles than you will lose. That's all any sane person can ask, in advertising or in life itself.

#### Death of W. R. Hotchkin

William Rowland Hotchkin, former advertising manager of John Wanamaker and Gimbel Brothers, died at Montclair, N. J., October 7, aged sixty-three. In 1913 he organized his own syndicated advertising service, the Cheltenham Advertising Agency, whose clients included many of the largest retail stores in the country. Mr. Hotchkin was the author of several books on retailing and advertising and had been a frequent contributor to *PRINTERS' INK*. He retired from active business six years ago.

#### Named Harvard Research Fellow

Russel Burnet, formerly of the staff of the Association of National Advertisers and at present field auditor for the Traffic Audit Bureau, Inc., has been appointed as research fellow in the Harvard University Bureau for Street Traffic Research for the academic year 1934-35. The Traffic Audit Bureau has appointed Roy Wilson as field auditor. For many years he has been associated with plant development and evaluation work in the outdoor advertising industry.

#### To Advertise Cravats

Budd & Votaw, San Francisco, Pebble Beach cravats, have placed their advertising account with the San Francisco office of Doremus & Company. A campaign will start this month in which newspapers, radio, car cards, window displays and direct mail will be used.

#### Business Bureaus Plan Summary

The National Association of Better Business Bureaus has appointed Homer E. Frye, general manager of the Columbus, Ohio, Bureau, as chairman of a committee to study and draw up a résumé of legal decisions outlining cases brought under advertising laws and legal cases in which Bureaus have participated. LeRoy Morris, assistant manager of the Columbus Bureau, has been appointed to a committee to rewrite a booklet which will be distributed nationally defining and outlining the accomplishments of Bureaus since their inception.

#### Lord & Thomas Appointments

McCullough Campbell, for the last seven years with Erwin, Wasey & Company at San Francisco and Los Angeles, has been made office manager of the San Francisco office of Lord & Thomas. Robert P. Crane has been added to the staff of the same office. Jack Fagan, formerly with The Emporium, San Francisco department store, has been named assistant art director.

#### Globe-Wernicke Elects

Following the re-organization of The Globe-Wernicke Company, Cincinnati, directors have elected the following officers: J. S. Sprott, president and general manager; H. H. Wittstein, vice-president in charge of sales; D. B. Morrow, vice-president and secretary; F. A. Schmitz, vice-president in charge of production, and J. E. Blaine, treasurer.

Oct. 11, 1934



**T**IMES-STAR readers buy millions of nationally advertised cigars and cigarettes, toilet goods and drugs, household utilities, canned, packaged and general foods, and their full share of automobiles, refrigerators, radios, etc.

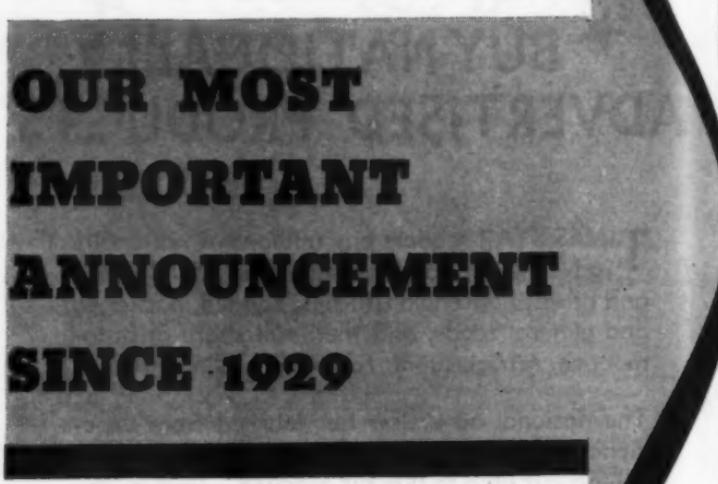
The national advertiser has learned from experience that Times-Star readers are not only willing but able to buy his product. That is why the great industry he represents found it profitable during the first eight months of this year to use 1,424,181 lines of general advertising in Cincinnati's home-owned newspaper—an amount which gives the Times-Star almost a 2-to-1 lead in Cincinnati, and ranks it seventh in evening general advertising in the U. S.

## CINCINNATI TIMES-STAR

New York: Martin L. Marsh, 60 East 42nd Street  
Chicago: Kellogg M. Patterson, 333 N. Michigan

Oct. 11, 1934

Oct. 11,



**OUR MOST  
IMPORTANT  
ANNOUNCEMENT  
SINCE 1929**

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With the January 1935 issue, TOWER MAGAZINES takes the most important step since its first on sale date, five years ago. The 429 line page will be increased to the 680 line page offering 58.5% greater visibility of the page with other units in their proportion. We firmly believe that this change will be enthusiastically welcomed by our readers and therefore prove of greater service to our advertisers. The change itself is ample proof of our deep conviction. A number of two-color editorial pages will be added, increasing immeasurably the beauty and vivacity of presentation. The attractive rotogravure section is retained in full. There will be no change in the editorial formula . . . America's greatest authors writing for each issue of MYSTERY, HOME, NEW MOVIE, TOWER RADIO and SERENADE, with more speed, more sparkle, more drama. We are confident that this forward step will receive the same thoughtful consideration which has been given Tower throughout its five years of sound, steady progress.

# So This Is Grade A Milk!

**Advertising Program, Set Forth in Homely Style, Clears Mystery at Last**

**A**N interesting study might result from a consumer investigation to find out what the public knows about Grade A milk. In the opinion of some folks, it differs from other milk in that it costs more to buy. Others would say it contains more butter fat—although that is not necessarily true. Still others would be inclined to the opinion that it is milk for babies, without having a very tangible idea of the reason for the expression of this belief.

The fact of the matter is that "Grade A" on a milk bottle means that it is produced on farms that are kept clean, goes through factories that are protected with all sorts of sanitary devices and is subject to frequent laboratory tests for bacteriological content. Told in a single sentence, that is making the meaning of Grade A milk about as simple as it is possible to do.

The same thought might be elaborated upon and evolved into a technical article of some length. Again, it might be made into an exceedingly interesting story that would tell of a fight that has been waged for many years to improve the quality of this important food product, particularly for the use of babies and growing children. Especially for the children of the poor of the great cities has the distribution of Grade A milk proved to be a boon. At the present time there is more Grade A milk sold on the Bowery in New York, for the consumption of its teeming families,

than all other milk put together. Certain cities, notably Kansas City, Missouri, allow no milk other than Grade A to be sold within the city limits.

However, this is to be an account of the advertising of H. P. Hood & Sons, Boston, which started last month for the purpose of acquainting the people of the extended neighborhood where it sells milk about this particular grade of its product which is "clean for children." The Hood company, incidentally, is the largest milk distributor in New England. Its territory extends north into Maine as far as Auburn, south into Rhode Island and including Providence, and west as far as Springfield and Worcester. The advertising is to appear weekly in newspapers published within that territory. The space of the advertising is somewhat unusual in that all of the copy is scheduled for double columns, the full length of the page.

However, the chief point of interest about the new advertising is that the company has set out to tell in the simplest of fashion just what it believes people ought to know about Grade A milk, one fact and one fact only being played up in each advertisement.

Such commonplace and perhaps little-known facts as the following are scheduled for early newspaper insertion:

Farmers who are entitled to earn the bonus price paid for milk of the Grade A standard wash their hands before milking. This one fact,



## WHAT A QUEER MILKING PAIL!

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bear in mind, with a picture illustrating the ablution operation will be the sole subject of one advertisement.

Another one of the series will be devoted to the news in simple language that at frequent intervals every one of these farmers dons a rubber coat and white-washes his barn by means of a hose.

The campaign got off to an exciting start with an advertisement entitled, "What a Queer Milking Pail!" It seems that all Grade A milkers use a pail with a very small mouth—to do away with any chance for dust to fall into the milk. That fact, by itself, may not appear to be important, but it indicates the singleness of purpose of each unit of the campaign.

Incidentally, there is a touch of humor injected into this very first piece of copy in that the illustration shows a man milking a cow from the wrong side. Due to habit, custom—or perhaps to a cow's innate perversity—hand milking has always been done from the starboard side. Even in making that statement, however, there is an opportunity for error inasmuch as the debate which has followed the publication of the advertisement has now arrived at the point of questioning which is the left and right side of a cow. Should the question be answered from the

standpoint of one looking in the same direction as the cow, or, on the other hand, should it be determined by one facing her and looking her squarely in the eye?

Whatever the outcome, certain it is that several hundred farmers wrote to Hood immediately after the appearance of the advertisement to point out the error. Some of them are inclined to believe that there may have been a sinister motive behind the publication of the left-handed illustration—that it was purposely done to stir up discussion. Of course, so far as the general public is concerned, 99 out of 100 probably have no notion as to the customary procedure when a man sits down on his three-legged stool preparatory to filling the milk pail.

This initial advertisement is worth quoting in its entirety, because of its brevity, simplicity and insistence on sticking to one point:

#### WHAT A QUEER MILKING PAIL!

It has a very small mouth . . . there is not much chance for dust to fall into the milk . . . All our Grade A Dairy Farmers use small-mouth milk-pails . . .

This helps to keep Hood's Grade A Milk clean for children.

Ask your route salesman, call your nearest Hood branch, or phone Charlestown 0600.



#### Newark "News" Wins Awards

The Newark, N. J., *Evening News* won three first places in the New Jersey Press Association newspaper exhibit at the association's annual Newspaper Institute held last week. Three classes were open to daily and Sunday papers, the *News* taking first awards in all three—front page, editorial page and general excellence.

\* \* \*

#### Walk-Over Names Alexander

Deane E. Alexander has succeeded F. M. Regnall as assistant advertising manager of the Geo. E. Keith Company, Brockton, Mass., Walk-Over shoes.

\* \* \*

#### With Benton & Bowles

E. A. Waite, who has been working with Benton & Bowles and Best Foods, Inc., on the Pacific Coast, is now with Benton & Bowles at New York.

#### Changes on Seattle "Times"

The following changes have been made in the personnel of the Seattle *Times*: Lew C. Snyder has been succeeded as advertising director by J. Fred Braid, who formerly was with the paper. Harold B. Howland has been named classified advertising manager, succeeding Tom Belwin who has resigned from the paper.

\* \* \*

#### New Account to Humphrey

Phillips & Benjamin, Boston, manufacturers of Stera-Kleen, a new denture cleaner, have placed their advertising account with the H. B. Humphrey Company, of that city.

\* \* \*

#### Appoints Root-Mandabach

The advertising account of the Dionol Company, Detroit, has been placed with the Root-Mandabach Advertising Agency, Chicago.

Oct. 11, 1934

Oct. 11

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**15,000,000**  
**WOMEN**



\* The Progressive Grocer has a total circulation of 75,000. It reaches 68,000 leading independent grocers (these do 60% of the business done by all independent grocers), every important wholesale grocer, all leading brokers, and the buying executives of all grocery chains.



**WHAT'S A CIRCULATION** to retail grocers of 68,000 when we are thinking of millions to whom we want to sell?

Just this: Each of these grocers is a top-notch grocer and each one influences the food buying of 300 housewives. So translate these 68,000 top-notch grocers into the 15,000,000 women who trade with them every week and then you have the reason why so many leading advertisers consistently use *The Progressive Grocer*.

Two things about these 15,000,000 women are vitally important:

1. When they enter these 68,000 grocery stores from one to six times every week, they go in to buy. They are not just looking around. Their families must be fed.
2. These grocers influence the purchases of these 15,000,000 women in many ways and many times a week. They buy more of what the grocer displays; they buy less of what he stocks under the counter. They constantly follow the suggestions made by him and his salespeople. In 34 out of every 100 sales, the grocer specifies the brand.

These 15,000,000 women in the store—who must buy—make up the greatest actively buying market that food manufacturers can reach by any single means. And it can be reached through the leading grocers of this country at relatively little cost. At \$4.00 per page per thousand the advertising rate in *The Progressive Grocer* is as low as that of many consumer publications, yet every one of its readers influences the buying of 300 families.

BUTTERICK BUILDING, NEW YORK  
MALLERS BUILDING, CHICAGO  
HOBART BUILDING, SAN FRANCISCO



# PROGRESSIVE GROCER

# Trade-Mark Protection

**State Registration Overrated, Says Attorney, in Sharp Criticism of P.I. Article**

MOCK & BLUM  
Counsellors at Law  
NEW YORK

*Editor of PRINTERS' INK:*

In my humble opinion, you have let the columns of *PRINTERS' INK* be used for a bit of very clever propaganda in the article entitled "Real Trade-Mark Ownership."\*

The article was written in the interest of State registration and for the purpose of persuading trade-mark owners to register their trade-marks in about forty-five of the individual States, where such procedure is possible.

The purpose of the article is to make it appear that the only way to insure ownership of a trade-mark is by registering it in the several States and that registration in the Patent Office affords protection inferior to State registration.

In my opinion, both of these inferences are wrong. Neither Federal nor State registration will guarantee absolute ownership of a mark as it is guaranteed, say in Great Britain, where registration after five years becomes conclusive. To say that State registration affords better protection than Federal registration is also misleading and it is much more costly, as it requires forty-five registrations, compared to one.

In the first place, the various State registration bureaus, if they can be dignified by such a title, do not make any searches as to priority and so far as I know, many States would register the same goods to a hundred different applicants, provided the applications were formally in order.

In such State registration bureaus as I have had occasion to visit the whole mechanism for registering trade-marks may be the use of a form, and one or two

ledgers in which the so-called registrations are pasted in, but to say that this species of registration is the only safe way to secure trademark ownership is laughable, to say the least.

There are a few concerns specializing in State registrations. Every national advertiser and trademark owner has been approached by these concerns to register his mark in the several States. Naturally this can be a profitable enterprise when you consider that a concern like the National Biscuit Company may have more than fifty live trade-marks which would require separate registrations in forty-five States.

## Bar Association Investigated the Question

So much disturbed have been many of the national advertisers by this propaganda that the entire question of State registration was investigated several years ago by the Association of the Bar of the City of New York, and to inquiries on this subject, they have issued a bulletin of which I enclose a copy. You will note that the report of the Bar Association Committee does not corroborate the views of those who so strongly urge these State trade-mark registrations.

The names on the committee are sufficient assurance as to the facts set forth in the bulletin.

As the article by Mr. Struven will undoubtedly be read by all the national advertisers who subscribe to *PRINTERS' INK*, do you not think that in fairness to your readers and subscribers, a correction should be published?

In these times trade-mark owners are sufficiently beset with all varieties of taxes, without being frightened into the extra expense of State trade-mark registrations, the benefit of which is extremely debatable.

\* "Real Trade-Mark Ownership," by Paul Struven, *PRINTERS' INK*, September 27, 1934.

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We have on occasion registered trade-marks in particular States, generally as an incident to certain trade-mark litigation, but to advise wholesale State registration of trade-marks is like advocating hail insurance if you live in the Sahara Desert.

HUGO MOCK.

\* \* \*

Here is the Bar Association bulletin of which Mr. Mock speaks:

The Association of the Bar of the City of New York has authorized the publication of this bulletin in order to inform the general public regarding certain fundamental principles of trade-mark law and to correct some erroneous conclusions or impressions which may have resulted from the recent activities of so-called advertising Trade-Mark Specialists who have been circularizing the business world.

I. The first person to use a trademark on merchandise acquires title thereto in the territory where his goods are marketed. Therefore the suggestion by these Trade-Mark Specialists that the owner of a trademark is in danger of losing his mark by not having it registered according to their suggestions is entirely contrary to fact.

II. Registration in the U. S. Patent Office is not at all essential for the protection of vested trade-mark rights. It is desirable as being *prima facie* evidence of ownership (when secured under the 1905 Act), and for other practical and procedural reasons such as giving the registrant the right to use with his mark the phrase "Reg. U. S. Pat. Off." and the right to bring suit in the Federal courts. The advertising Trade-Mark Specialist in the cases investigated has exaggerated the importance of specific forms of registration and the language used is susceptible of a construction which

might mislead the trade-mark owner as to the true situation.

III. As a rule no mistake fatal to common law trade-mark rights can be made in obtaining a trade-mark registration, but it is usually advisable, because of the technical nature of the procedure and the probable need of overcoming Patent Office objections, that competent counsel should be entrusted with this work. The Specialist's warning that a single defect lurking in a registration may cause the loss of a mark and the good-will of the business and similar expressions are obviously erroneous.

IV. Vested trade-mark rights are recognized and protected by the courts in all the States irrespective of State or Federal registration. Therefore the statement often found in some of these circulars and letters sent out by these self-styled Specialists that State registration is necessary in order adequately to protect trade-mark rights is not true. State registration is helpful only in exceptional cases and the trade-mark owner should not be burdened with the large expense involved in securing such registration except in unusual cases.

It is obvious, therefore, that the general public need not be disturbed or alarmed by the statements and veiled suggestions of disaster often found in circulars and letters which are constantly being received by trade-mark owners, circulated by persons and concerns thus soliciting use of their services in connection with such matters.

The bulletin is signed by the following lawyers:

Harry D. Nims, chairman; Henry T. Hornidge, Ellis W. Leavenworth, Alan N. Mann, Howard M. Morse, Orson D. Munn, A. Parker-Smith, James McKinley Rose, George W. Tucker, Wallace White and William B. Whitney.

+ + +

#### Dickely with Brisacher

J. J. Dickely, formerly with the Federal Advertising Agency, New York, and, more recently, with Roy T. Alden and Associates, Los Angeles, has joined the Los Angeles office of Emil Brisacher and Staff in charge of radio activities.

#### Name Lancaster Agency

The Dodge Cork Company, Lancaster, Pa., bottle closures and other cork products, and the Hickory Town Distilling Company, Hanover, Pa., have appointed Foltz-Wessinger, Inc., Lancaster agency, to handle their advertising accounts.

Oct. 11, 1934

Oct. 11, 1934

"Bring that man in— he's



PHOTOGRAPHIC ILLUSTRATION BY LAZARNICK

The more

**P.I.**

\* PRINTERS' INK WEEKLY

- he's got ideas!"

... DOORS OPEN READILY  
TO THE HIGH



• Your personal Idea Quotient is the number of ideas you produce ÷ the hours you work.

Even the man "hard-to-see" will swing open his door to the caller with a high I.Q. Idea men don't spend much time in anterooms.

Review this issue of Printers' Ink with an eye to its value as an idea-stimulant. For yourself—and for your company—we maintain that the more P.I.\*—the higher the I.Q.

the higher the I.Q.

WEEKLY • • PRINTERS' INK MONTHLY

# Breaking into Export Trade

Five Proved Methods of Getting and Building Foreign Business,  
and How to Use Them

By H. Austin Lengs

Export Manager, The Oak Rubber Company

A MANUFACTURER may select one of five courses when he sets his course for markets abroad. The choice should be made which best meets the condition of the manufacturer's product, finances and organization.

The simplest method and that involving the least investment is to place the business in the hands of an export house at New York or some other convenient port. Several of these firms have been established for decades and to them, as much as to any other single factor, is to be credited the development of American export trade. They have an established clientele abroad whom they have served for years. These clients depend on their facilities for supplying their requirements and for protecting their interests in the proper execution of orders.

The advantages offered by these export houses appeal most to the manufacturer whose finances and organization is limited to the demands of the domestic market and who can least afford to give personal attention to investments in foreign markets. As the established export house is usually well financed and has already arranged terms of payment with its customers, the manufacturer is released from all risk and responsibility of financing his export shipments. He is also released from acquiring any knowledge of technical procedure in exporting. He merely invoices the export house much the same as a domestic customer.

There is frequently an advantage also when the manufacturer's product is highly competitive and an established brand name is of importance. If his brand name and firm are unknown outside of the United States, the established position of the export house and its

customers gives a foundation of confidence upon which to build a reputation and good-will abroad.

The chief objection to this method is that, for the average manufacturer, an intensive development of the foreign market is not possible. The export house is not in position to give the detailed attention to an individual manufacturer's products which they may deserve. A manufacturer's line is frequently all but lost in a multitude of lines.

It must also be borne in mind that the established export house is frequently in a dual position of serving both buyer and seller. With its established connections of long standing it often serves as buying agent for customers abroad, and in that event is in a position where it must place its customers' orders with a competing manufacturer.

## Importance of Financial Integrity

The most important consideration in employing this method is the proper selection of the export house. Financial integrity and responsibility are, of course, prime requisites. Another is that the firm be established in the trade for the manufacturer's class of product. A house established with similar but not competing lines offers the best sales organization and opportunity for immediate contact with customers.

Another important consideration is the facilities of the house for developing a market. While there are many that claim to cover the world, it will usually be found that an export house which trades on its own account and promises world distribution spreads itself rather thin and is not in position to give adequate distribution. It is far better to select an export house

specializing in certain markets. Among the leading well-established houses there are some that specialize in the British Dominions, others in the Orient, some in the Near East, Northern Europe, South America and so on.

#### Employing a Combination Export Manager

The second way to enter the export market is by engaging the services of a combination export manager. He is an independent export manager who serves few or several manufacturers in selling their products abroad. His compensation is usually based on commission on sales. The manufacturer is expected to pay the cost of selling in whole or in part. Usually this takes the form of specific items of expense agreed upon, such as advertising, literature and samples. In addition, the manufacturer pays a monthly contribution to expense or a retaining fee.

The fee serves as a guarantee of the sustained interest of the manufacturer and of proper and prompt attention to the execution of orders. Manufacturers who make no investment in the combination export plan have too frequently lost interest when results did not mature as quickly as expected or when a season of domestic activity intervened.

This is the most economical method of securing direct representatives abroad. As the combination export manager depends upon his group of manufacturers for his income, he can give to one manufacturer adequate service for the possible sales volume which may not profitably support an export department.

Like the export house, the combination export manager usually has already sufficiently established contacts immediately to introduce the manufacturer's product in certain markets. Too frequently however, the manufacturer's agencies are placed with established contacts of the combination export manager as a course of least resistance without sufficient survey to determine whether a more suitable agent can be found.

After all, the manufacturer should be looking to the future and he must be assured that he has established policies which are properly presented and carried out. He must realize that the combination export manager is operating in his own name, and the methods pursued will represent to the foreign buyer the official viewpoint of the manufacturer. In the last analysis the manufacturer is responsible and if he intends to build good-will and a favorable reputation abroad he must not neglect obtaining full knowledge of the export manager's activities in his name.

Complaints have often been made by manufacturers concerning unfortunate experiences in employing the combination export manager because he sold to unreliable firms abroad and the percentage of credit losses made their export business an unprofitable venture. In this respect the combination export manager has been more sinned against than sinning. His compensation depends upon his sales and his natural tendency is to err on the side of increased sales volume.

#### Handling the Foreign Credit Situation

There is no reason why the manufacturer should not exercise the same control over his foreign credits as over his domestic. It is just as necessary that his credit manager control the extension of credit abroad as at home.

It is true that credit information is not usually secured or presented in the same manner. The export manager can be called upon to cooperate in securing credit information but the final decision should be in the hands of the manufacturer or his credit manager. He should subscribe to an export credit service and use it as intelligently as he does his domestic.

Likewise, the manufacturer should keep in close contact with his combination export manager to satisfy himself that his line is receiving the attention that it deserves. He should insist upon knowing what firms are representing him abroad and he should obtain a complete file regarding them;

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he should also keep statistics of his export sales so that he can determine whether he is obtaining the distribution to which he is entitled, instead of the bulk of his sales coming from but two or three markets.

The weakness of this plan lies in the entirely independent status of the combination export manager and the manufacturer's lack of control over his export business. This weakness is corrected in the third method of obtaining export business. That method is to combine with one or more other manufacturers with similar non-competitive lines which fit well together and sell to the same class of trade. This associate group of manufacturers then establishes a central office and directly employs the export manager on a basis of salary and commission, allotting among themselves the expenses according to some definitely agreed upon plan. This plan has proved successful in several instances of competitors combining for export trade under

the Webb Act. Its plan has proved most successful in lines of essential commodities such as the hard lumber industry.

The plan reverses the position of the former method and gives the associated manufacturers absolute control over their export activities, since the export manager is not in a position to neglect a line or overextend his activities. The manufacturers can then be assured that their policies are observed in practice.

A variation of this plan, combining some of the features of the second, is for a manufacturer who wishes to export, to enter into an agreement with another manufacturer who has a successful established export department, upon some plan of contributing to the export department expense or of commission on sales. Many manufacturers welcome this plan when their own distributing organization is well established, as it enables them to reduce their export department overhead expense with com-



## CONTENDER

### A Short Short Story

There are only a few more monthly magazines left between Esquire and the top of the rankings—see page 104.

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paratively little increase in cost.

The fourth plan is to develop export sales through an expansion of the domestic sales department activity. The ease with which this can be accomplished depends much upon the personnel of the sales department and the co-operation of the sales manager. The ideal situation is where the department has a member who is good material for a future export manager.

It is not to be expected that such a man will have a knowledge of technical export procedure to begin with. This can be acquired as he goes along if he follows a policy of making haste slowly. He should not attempt to enter the whole foreign field at once or to scatter his energies in every direction. It is best to select but one or two markets to begin with and go forward after he has arranged to handle these. In selecting the markets to begin on, he will be guided by the information and leads he finds available. It may be that the files will reveal that some

inquiries have been received from certain markets or that shipments have already been made to certain customers abroad, either direct or through some export house. It is better, however, first to secure all available data regarding the markets abroad for the product. The statistics of the United States exports will be a helpful guide.

Before actually starting he should equip himself with necessary data and establish sources of reliable information. He should possess a working knowledge of commercial geography and acquire a good commercial atlas. He should also study a standard text on practical exporting.

Above all, he must not hesitate to seek expert advice. This will not be hard to obtain. He should establish contact with a bank having an active foreign department. A reliable forwarding house must be selected. He should also make arrangements for receiving reliable credit information and reports on market conditions abroad from an

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JULIE

ZFOR MEN

50c.  
per copy

established reliable foreign credit interchange bureau.

By taking advertising space in a leading export trade journal, much marketing advice can be obtained and leads for prospective distributors abroad. It is also essential that he establish contact with experienced export managers if possible, by joining an export managers' club or some foreign trade group, such as is to be found in nearly all our larger cities.

The advantages and disadvantages of this plan closely parallel. It places entire control of exports in the manufacturer's own organization, but it means an active diversion of effort to a larger field. It assures the company observance of policies in the export markets, but there is danger that the purely domestic viewpoint will not make allowances for the altered conditions of foreign markets. It provides for a gradual expansion into the foreign markets that consolidates the company in each market as progress is made, but through lack of undivided effort much valuable business in other markets is neglected. The experience gained in domestic selling gives a thorough knowledge of the product and of effective appeals to customers, but the additional burden of detail required for export too frequently meets with impatience in the domestic department.

The fifth method, installing a separate export department in the manufacturer's own organization, is of course, the thorough way of developing export sales. This method should not be employed impulsively or on an experimental basis. The manufacturer should not engage in the installation of an export department unless he is thoroughly sold on the question of exporting.



#### Best Foods Appoints F. S. Hubbell

F. S. Hubbell has been made assistant to the advertising manager of Best Foods, Inc., New York. He formerly was sales promotion manager for Birds-eye Frosted Foods. He had been with the latter organization for a year and a half.

The export manager should not be required to rush in for immediate orders. He should be given time to study his product and the markets and to formulate definite policies. Too much emphasis cannot be placed on the importance of formulating definite export policies, for upon the policies adopted may rest the entire success or failure of a company's export expansion.

The ideal export manager is an executive with a broad viewpoint and business training. He must be a real sales manager in every sense of the word—and something more. He must be something of a credit manager, a banker, an accountant, a traffic manager, an economist, and an international diplomat. Many successful American export managers do not speak any language but English. It is not to be denied that knowledge of other languages is an advantage of which every export manager is conscious, but linguists can be hired more cheaply than can executive and sales ability.

It is evident that from the first method to the last, there is a striking balance of advantages and disadvantages. The advantage of keeping to a minimum the initial expense and investment is with the first and becomes increasingly heavy toward the last method. The disadvantage of lack of control of exports and securing volume and the difficulty of building on a solid foundation lies with the first and this disadvantage decreases to a minimum in the establishment of the manufacturer's own export department. The method chosen must depend upon the manufacturer's facilities, from the viewpoint of organization, financial resources and potential possibilities for his product in the export market.

#### Association of Advertising Men Names Segal

A. Jay Segal, of the media department of the United Advertising Agency, Inc., has been appointed secretary of the Association of Advertising Men, New York, association which is composed of the younger men in advertising of that city.

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# Service

By airship, train and truck, Rapid electrotypes speed from plant to newspaper. Whatever method of transportation Rapid chooses may be assumed to be the most direct and the most time-saving.

Advertising agencies and their clients everywhere have long since learned to dismiss from their minds any concern as to printing quality or promptness of delivery of plates or mats made by Rapid. And this confidence is built upon good ground; for Rapid is geared and trained to meet the most urgent requirements of speed . . . to take over the entire problem of making and shipping electrotypes anywhere (if to every paper in the country at once). Agencies need no longer fear delayed schedules, for Rapid can be depended upon to do "unreasonable" things.

## The **RAPID** Electrotype Co.

*The Largest Plate Makers in the World* CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

# Changes Due in Radio

**Big-Name Talent Nearly Exhausted, Making Room for New Stars, New Script Writers**

By Bernard A. Grimes

**T**HE general trend of broadcast entertainment is going to change this fall more than ever before."

Thus declares a radio agency executive who was among those interviewed in connection with "20 Basic Questions on Radio," a round-table discussion which appeared in the August issue of *PRINTERS' INK MONTHLY*.

He has reached this conclusion because he believes (1) that radio has about exhausted its source of big-name talent; (2) that the mortality among big names has been terrific; (3) that a number of the successfully sponsored programs have started in with talent that was little known, if known at all, to the public and built up a following for this talent.

The third point above he submits, is a strong argument for greater investment of initiative and courage in developing fresh talent. The stumbling block to such development, most often, is the client who sparks only to big names and considers the worth of an idea secondary. Yet, when this type of client sees another advertiser's program going into the company of the toppers in popularity, something like that program is demanded, as if radio executives overnight can duplicate something that comes only as a reward of patience and blaze-trailing expense.

This unwillingness of client executives to venture on their own, to accept the recommendations of those who devote all their time to searching for and evaluating new ideas and new-talent potentials, is made more difficult by boards of directors who meet in solemn conclave to do a surgical operation on any proposal that might live long enough to be laid before them. Far aside from matters of appropriation and advertising policy, direc-

tors seem to feel that they have been challenged to constitute themselves collectively a jury on what the public will like, or should have.

Despite these irritations which are the accepted lot of radio executives, it is the belief of the agency executive who foresees a change in program trend that new talent is coming into radio, perforce, and that sponsors will have to find this talent and help to develop it.

"You can," he said, "maintain a parasitical institution just so long and it will collapse. We have a parallel to radio in reviewing the experience of Hollywood. The motion picture industry at first had difficulty persuading stars of the legitimate stage that the screen was worthy of their art. Improved technique won a few stars; then a race was under way and big names flocked to Hollywood.

## Radio Will Have to Attract New Material

"But a medium of entertainment that feeds so hungrily on material to cater to the whims of the public, in time, exhausted the available supply of big names, of established stars, and it has had to get new material. Just so will radio have to concentrate more and more in attracting and offering opportunities to new talent to keep the industry fresh.

"We have witnessed the worst of the big-name stage in radio's evolution. Big names will always have a place but the quest for variety and distinctive character of programs will also bring forth worthy material.

"We will have the greatest change, I think," says our radio spokesman, "in the field of dramatic entertainment. Radio dramas have yet to get their full share in radio's offerings. For one thing,

insufficient made to dramatic script writers \$50, we \$100 and encourage more dramatic techniques.

"There is a radio scene so, shrewd jobs. If the dramatic ingenuity on paper, act play, scenario, his talents script.

"You production can be less does not highly that if able to be on three outstanding to productivity four ships leading the ex there will be production cated that built on delegate maybe true.

"There ers to be of good find them to writers, ability is to do a s and accept a price radio. It and now larger s going to sponsor agency.

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insufficient inducement has been made to interest writers of dramatic script. Where payment to a script writer today may be only \$50, we will, and willingly, pay \$100 and more and in so doing, encourage better work and attract more dramatists to study radio technique.

"There is no mystery to writing radio script. Those who make it so, shrewdly do so to hold their jobs. If a person has a flair for the dramatic, has imagination and ingenuity, and can put his thoughts on paper for a publication, a three-act play, a variety turn, or a movie scenario, he should be able to adapt his talents to production of radio script.

"You can't look to him for mass production. Because script writing can be learned and has been learned, does not mean that ours is not a highly specialized business. It's that if anything and it is incredible to believe that a man can work on three or four programs and do outstanding work. He is no more able to accomplish that than is a production manager able to take on four shows and make them all leading programs. There will be the exceptional script writer as there will be the exceptional production manager, but trends indicate that major programs will be built on assignments which will delegate responsibility for one or maybe two shows at the most.

"There are plenty of good writers to be had. It is solely a matter of good judgment and plugging to find them, and attractive remuneration to engage them. One of our writers, who had demonstrated ability in other fields, was invited to do a series for one of our clients and accepted after we offered him a price which interested him in radio. He did a good job for us, and now he is writing an even larger series, which I am sure is going to be a top-notcher, for a sponsor who is the client of another agency.

"Here is a single instance of the influence of new talent won over to radio. Competition is enlisting others because wise sponsors know that script is the foundation of their program."

# GOOD COPY

**born of  
conviction  
begets  
conviction**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 Madison Ave.  
New York City**

# When Advertising Flops

(Continued from page 10)

above, it finally was terminated by the dismissal of the trouble-maker. While it lasted, however, not only did it hamper company operations, but it resulted in a disagreeable and wholly anomalous situation.

**Case number four** is that of the failure of an advertising campaign to function because it was wrongly timed. The item was a seasonal one, somewhat new in the field and on account of the fact that the advertising was delayed ninety days beyond the time when competitors' advertising appeared, distributors had to hold up their campaigns until the actual selling season had started. Everything else connected with the merchandising of the product was outstanding, but improper timing resulted in the carry-over of a big stock.

**Case number five:** A company's advertising failed to synchronize with the selling because everyone in the sales organization was not in perfect agreement with the major claims made in the advertising. The advertising department "created" most of the advertising and everything was ideal. Of course, most of us only approach ideals and so it was with the sales department of this company. It could never quite measure up to the claims which the advertising made for the company's product. The sales manager was heard to say, when a prospect brought up an advertising claim for the product, "Well, of course that's just advertising; you don't want to pay much attention to it." Of course, salesmen absorbed this line of thought and soon it spread through the entire sales department that no one should pay too much attention to the advertising because it didn't mean anything.

The moral of this is, don't make claims in advertising that cannot and will not be substantiated by the sales department.

**Case number six** may be cata-

loged under the heading of poor co-operation from sales executives. Here is the story:

A national sales campaign was largely dependent on securing the enthusiastic support of its distributing organization. Window-streamers, placards and mailing folders were prepared for the dealers. Portfolios, explaining the plan in detail, were prepared for jobbers' salesmen. Rotogravure sections in some twenty odd newspapers, plus a national weekly, were to announce the plan to the public. Further to enlist the support of the jobbers' salesmen, suitable prizes were offered, with the jobbers' own sales managers acting as judges in making the awards.

The preliminary plans were to include the following:

1. Presentation of the plan to the jobbers' salesmen and distribution to them of the material for dealers' use.

2. Presentation of the plan to the dealers.

3. Advertising as above outlined to appear throughout the country; also local dealer advertisements to tie-in with the campaign.

The success of the campaign depended on thorough coverage and the work of the dealers in playing up a display of the merchandise and the use of the sales material.

A minimum of six weeks was requested by the advertising department to handle the preparatory work, but the sales department reduced the time to three weeks and insisted on handling the sales promotion effort itself. The result was chaotic in character. Jobbers' salesmen lacked time to contact their accounts. Distribution of merchandise was inadequate—dealers knew nothing of the plan and failed to tie-in with the company's advertising. Very few window displays were set up. In short, several thousand dollars were dissipated and advertising in the

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company's organization received another black mark.

**Case number seven** carries the title of branch managers' parsimony. It is related of a company that had three sales offices located at different parts of the country.

It had been decided to send out a barrage of direct-mail pieces to the trade, each on a specific type of merchandise and each sent from the branch office in the territory where the respective dealers were located. The pieces were to go out on an average of one every ten days during the principal selling season. They were carefully prepared, attractively printed and shipped to the offices as had been scheduled.

Each office handled its own mailing, the printed matter being sent to the branches in bulk. Advance information was given as to the size of envelopes to be used for each piece, so they could be addressed and held in readiness. Each piece was prepared to go for the minimum postage.

After the first two mailings had been made, one of the branch managers got the bright idea of holding the rest of the series and sending it all out under one envelope, figuring that he would save a lot of postage. He did (though the saving amounted to less than \$50), but he also succeeded in throwing the whole campaign out of gear, at least so far as his territory was concerned. His trade received an envelope crammed full of printed matter, whereas it should have been realized in advance that no one could be expected to read such a mass of material at one sitting.

If it is decided to be a good thing to pound home one point at a time, it is probably an equally good thing to act on the decision—at least if such a policy has been accepted and advocated by those in authority.

**Case number eight** may not belong in this article, for it concerns a retail situation. It describes a sales opportunity lost at the noon hour. The narrator had been interested in a moderately priced line



**OPEN EARS** can hear the sounds of reviving prosperity in Great Britain and the Empire. Open eyes will see the door standing ajar for vigorous selling enterprise. There is no better way in than through **Punch**—**Punch** that boasts the largest paid-in-advance subscription list in the British Empire, **Punch** that reaches readers who have money to spend, **Punch** that unfailingly brings results in growing sales, increased prestige. Tell Great Britain about your merchandise, your services, by advertising in

# Punch

*"the paper that is England"*

MARION JEAN LYON: ADVT. MANAGER  
**PUNCH**: 10 BOUVERIE ST., LONDON, ENG

Oct. 11, 1934

of cars. During his lunch hour he entered the establishment of a dealer where the cars of one of the competitive lines were on display. Two men were engaged in conversation at a parts' counter; another man was at his desk and plainly visible through a glass partition.

A man who was apparently a salesman entered, was hailed by the man behind the partition and they, too, engaged in conversation. Still three others were helping to prop up the side door of the display room, but not one of these six employees thought highly enough of

the prospective customer to take a step his way.

The latter, crestfallen and apologetic, moved slowly toward the side door and the three men stationed there stepped back to make room for him to pass.

He did—and he also passed out of the picture so far as any opportunity goes to sell him one of that make of car.

Back at the factory someone had forgotten to admonish sales organizations to watch out for the prospects who never have time to drop in to "look them over" except at the lunch hour.



### Chicago Post Elects Slamin

Henry Slamin is the new commander of Chicago Post No. 170 of the American Legion, following its recent annual election. Mr. Slamin, who is with the George A. McDevitt Company, succeeds Thurlow Brewer, of *The New Yorker*.

The following other officers were elected: First vice-commander, Arthur F. Collins, Crowell Publishing Company; second vice-commander, George B. Bassler, Rhodes & Leisenring Company; third vice-commander, Fred R. Cross, Stewart-Warner Corporation; treasurer, A. G. Ensrud, J. Walter Thompson Company, re-elected; adjutant, William C. Henning, *American Boy*; assistant adjutant, Thomas G. Hughes, Crowell Publishing Company.

Directors elected for three-year terms are as follows: William A. Small, Jr., Small, Spencer, Brewer, Inc.; Frank G. Stein, Ruthrauff & Ryan; James Mason, Kable Publications; A. B. Dicus, Stewart-Warner Corporation; and Malcolm McEachren, National Printing and Engraving Company.

\* \* \*

### "Almanack" Resumes

The Poor Richard Club of Philadelphia will resume publication of the "Poor Richard Almanack" in October. This club publication has not appeared in magazine form for over four years. The "Almanack" will be edited by a committee composed of Howard Medholdt, chairman; A. C. Smith; Howard Law; M. Strobel, and James McCabe.



**Henry Slamin**

### James Cox Buys WLWB

James M. Cox, publisher of papers in Ohio and Florida, is entering the field of radio broadcasting. He has acquired WLWB, Erie, Pa., by purchase and will file an application with the Federal Communications Commission for removal of the station to Dayton, where he publishes the *Daily News*.

Mr. Cox has also made a working arrangement with WIOD, Miami, with an option to purchase after two years. Jesse Jay, president of the Isle of Dreams Broadcasting Corporation, will remain as president of this station under the arrangement.

WLWB, licensee of which has been Broadcasters of Pennsylvania, has been owned jointly by the Quaker State Oil Company and the Pennsylvania Telephone Company and is a CBS outlet. Purchase price was said to be about \$75,000. If removal of the station is approved, it is understood the Cox organization will acquire WSMK, of Dayton, half-time station, operation of which will be suspended. KQV, Pittsburgh, which also uses half-time on this channel, will then seek full time, under the plan.

\* \* \*

### Death of George B. Morrill

Stricken with a heart attack at the wheel of his automobile, George Burnham Morrill, sixty-seven, president of the Burnham & Morrill Company, Portland, Me., died at that city, while being taken to a hospital. The company of which he was the head is the packer of B & M canned foods.

\* \* \*

### Hayes Heads Lantern Club

The Lantern Club of Boston has elected Metz B. Hayes, New England manager of *True Story Magazine*, as governor for the coming year. Arthur Sherrill, of *Liberty*, has been elected secretary-treasurer. The Lantern Club is composed of members of representatives of national magazines.

Oct. 11, 1934

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## Capital Likes Its Passes

LAST December the Capital Transit Company began advertising weekly "passes," good for all the rides one wanted to take. The cost is \$1 for a pass that is honored on all the street-car lines of the District of Columbia and some of the bus lines; \$1.25 for all of the above plus all the company's bus lines charging 10 cents or less.

The first week's sales amounted to 28,000; during the last week in September, passes sold passed the 60,000 mark. Until April, the passes were advertised about once a month in the five Washington dailies and in weeklies of the District and of Maryland. With fall here, the advertising has been resumed on a more or less regular schedule.

Radio "spots" have been used at times; at present a modest radio program of an unusual kind is in prospect, for a tryout at least. The passes are also advertised in the cars themselves on double-length car cards and on the dashboards of the cars.



### A Good Reporting Job

TECHNICAL PUBLICITY ASSOCIATION, INC.  
NEW YORK

*Editor of PRINTERS' INK:*

I have just finished Bernard A. Grimes' account of the NIAA Convention in the September 27 issue of PRINTERS' INK and I want to express immediately my compliments on the excellent reporting job.

I think you have succeeded admirably in catching the spirit and significance of the convention and also highly successfully in selecting the highlights.

If industrial advertising can be sure of receiving, from PRINTERS' INK, this kind of recognition, I am sure it will attract many new readers and consequently many new advertisers.

S. L. MEULENDYKE,  
*President.*



### Puro Pet Foods Company Plans Campaign

The Puro Pet Foods Company, New York, is planning a campaign on Puro food for dogs and cats. For the present the advertising will be local but will be extended nationally within a short time. Nathan Feist, New York, advertising, is handling the campaign.

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## ACCOUNT EXECUTIVE

*This small but growing agency needs another successful account executive to follow up inquiries brought in by our consistent advertising campaign for new business. Must prove himself on the basis of the accounts he now handles. Salary as big as the man.*

"C." BOX 266 PRINTERS INK

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## WANTED! Advertising and Sales Promotion Manager

One of the country's largest drug companies wants an advertising manager and sales promotion manager with real creative ability and one who can write pulling copy. The man we are looking for must have had experience in the drug field and we prefer a man who is able to address sales conventions. The man we want may at present be with an advertising agency.

Unless you have actually had this experience, don't waste your and our time in replying to this ad, because only men with the above qualifications will be considered.

All executives in this agency know about this ad. Write us fully in confidence as to your experience, religion, salary, etc. "E." Box 268, Printers' Ink.

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by George P. Rowell*  
*John Irving Romer, Editor and President*  
*1908 - 1933*

PRINTERS' INK PUBLISHING CO., INC.  
 185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
 DOUGLAS TAYLOR, Vice-President  
 R. W. LAWRENCE, Secretary  
 DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor  
 C. H. LARRABEE, Managing Editor  
 R. W. PALMER, Associate Editor  
 ARTHUR H. LITTLE, Associate Editor  
 BERNARD A. GRIMES, News Editor  
 H. W. MARKS, Mgr. Readers' Service

**EDITORIAL OFFICES**  
 Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building: Chester M. Wright.  
 London, 110 St. Martin's Lane, W. C. 2: McDonough Russell.

**ADVERTISING OFFICES**  
 Chicago, 6 North Michigan Avenue: Gove Compton, Manager.  
 St. Louis, 915 Olive Street: A. D. McKinney, Manager.  
 Pacific Coast: M. C. Mogensen, Manager, San Francisco, Los Angeles, Seattle, Portland.

NEW YORK, OCTOBER 11, 1934

**Bridging the Abyss** Unquestionably, it is well for the practitioners of advertising to sing paens in its praise. Conceivably, a missionary, even though normally he be steeped in rectitude, may draw renewed spiritual strength from the act of dropping in at an evangelist's reverberating revival.

But in the highly practical situation by which advertising is confronted, singing isn't enough, nor is harangue. Fervid feet may tread the sawdust trail; and vibrant voices may rise to shout "Amen!" and "Hallelujah!" But in the main the converts will be of two kinds: (1) the almost-persuaded-anyway; and (2) the long-converted who rise to every occasion to declare—before an approving audience—a brand-new embracement of faith.

And meanwhile, outside the tabernacle walls, beyond the rolling overtones of the hymns, beyond the

echoes of the exhortations, mill the non-believers. If we are to take the gloomiest view, the non-believers mill in millions.

In mobs, in hordes, incited by agnostic anti-advertising propagandists, they look upon advertising with something sharper, something more harmful than disbelief. They laugh.

And there lies the abyss between the advertiser and the consumer.

It is absurd to think that the chasm can be closed by round-table discussions, by advertisers, of advertising economics. By too many women, economics still is considered to be something that enables a housewife to save 12 cents a day on her grocery bill; and by too many men it is thought to be a fearful and wonderful and partly political thing that was invented by the Brain Trust.

Advertising's own best bridge-builder is advertising, itself. Let advertising shadow forth an understanding of how the consumer really lives and by what thoughts and hunches and opinions he formulates his living policy. Let advertising speak his language—and his is a language that is simple and direct and truthful and trustworthy.

In certain advertising circles the notion seems to persist that consumers are dumb. From these circles emanates the kind of advertising that arouses the suspicion and invokes the scorn and invites the ridicule of the upper tenth. And in these circles operates the kind of advertising mentality—if mentality is not too flattering a word—that has not come to know that today's suspicions among the upper tenth are tomorrow's convictions among the masses.

If there is a consumer revolt against all advertising, it is a revolt against the tactics of a few spectacularly bad actors in advertising—miscreants who have

brought all advertising into undeserved disrepute.

The answer is obvious.

**Farewell and Hail—What?** The General has gone. Clanking, blustering, he marched upon the industrial stage, barking his lines, and crackling down, defying the lightning and yet—as befits the tragedian—predicting his own defeat.

Soldier-like, he bade his forces good-bye. And if, in the closing words of his farewell, he choked with emotion and could not finish, let not his bitterest enemy assume that the courage of Hugh Johnson had deserted him. It is in their moments of weakness that strong men reveal themselves.

And now that he has cantered away, what may we see through the cloud of dust that he leaves behind?

Donald Richberg, head of NRA's policy board, says that some of the trade practices that industry sought to correct through codes of fair competition may have to be turned back to "good old competition."

There would be more joyous jubilation among business leaders if Mr. Richberg had been able to say, authoritatively, that other factors of uncertainty would be as quickly and as completely cleared.

But, in effect, the director of the Industrial Emergency Committee has laid down a challenge. It was industry, he says, that asked for the imposition of codes outlawing unfair competition. Under the consequent restraint, it was industry that chafed and complained. It was industry that protested against invasion of rights.

Very well. The restraint is to be lifted and the invasion withdrawn. What will industry do with its regained liberty?

The question is fair. Although the way ahead may seem not

wholly clear, at least a little light now comes through.

What will be industry's next move? Will enterprise advance? Or will management continue in the policy that already has given rise to the accusation that capital is on strike?

### We Still Can Draw a Bead

As if we Americans hadn't enough to worry about, we're threatened now—and this upon the word of an eminent leader of business—with an outbreak of cultism of a kind that will bring grief to manufacturers in the men's-apparel industry.

At a meeting in New York at which was represented something like \$150,000,000 in annual volume in the clothes-and-accessories lines, the principal speaker unleashed a solemn warning about nudism.

"Nudism," he said, "is the challenge that barbarism has hurled at civilization. . . . Psychologically, that is the reason why so many men are going without hats in ever-increasing numbers. That is why men are eliminating under-wear. That is why men are discarding neckwear. That is why men are going without garters, or socks. Nudism makes semi-nudism seem conservative. The nudists of tomorrow will be found among the people who are going about half-dressed today."

At the risk of seeming to pooh-pooh a serious prophecy, at the risk, even, of seeming to belittle a disaster that hangs over a great and worthy business, we offer the thought that the peril is over-rated, and that its antidote will be automatic.

We Western-Worldlings are accused of aesthetic illiteracy. Mad with money-grabbing, we are blind to beauty. Well, we may be dumb about art; but we know what we like. And before we'll suffer nudism to sully our scene with

ugliness, we'll revert to our own peculiar expedient for getting results.

Nudism, Mr. Maker of Men's Wear, will never get going in a big way in this country because too many of us know how to shoot straight.

**Just Cause to Kick** In the offices of PRINTERS' INK of newspaper pages, a growing young mountain of newspaper lineage tying-in with the Federal Housing Act.

In business papers—and especially, of course, in those that serve the building industries—an increasing number of advertisers capitalize the national contingency. And that contingency, incidentally, is bringing into advertising view manufacturing concerns that never have advertised before.

National campaigns addressed to consumers have not yet gotten under way in any great number; but a number of them are in production.

All these developments the defenders of advertising might pounce upon as examples of how advertising, by acquainting the consumer with new ways by which he can improve his lot, actually operates in a highly practical way to raise the standard of living. And that line of talk would be true—as far as it went.

However, the distressing fact is that, in this instance—and acutely so in this instance—advertising has been too slow on its feet.

In housing there is so big a demand and so pressing a demand that it must have been seen and heard on Mars.

Although Washington does work more quickly, the Housing Act scarcely can be said to have burst into being over-night. And, not only for their own good, but for the good of all business, more manufacturers ought to have foreseen

it and more of them ought to be reaping its potentialities.

Here is a consumer's opportunity—and an opportunity about which he is learning too slowly. Here is a situation of which the consumer might well complain.

"How long," he might demand, "has this housing thing been going on? And why haven't you told me about it sooner and more fully?"

**Sam Leith** It seems fitting

and proper, some way or other, that Samuel E. Leith should be, as he is, a member of the editorial staff of PRINTERS' INK. For, be it known, just fifty years ago last Saturday Mr. Leith got himself a job with George P. Rowell, one of the country's first advertising agents (some say the very first), who founded this paper in 1888.

He was a pal of John Irving Romer in the old days when money was scarce and courage high—when the future beckoned, as it does now, to the daring and the strong. He applauded J. I. R. when the latter, after much tribulation, became PRINTERS' INK's chief owner; he has followed the paper with affectionate care in its growth through the years.

He strayed off into paths of his own for a considerable number of years; and now he is back where he belongs. In this tough old world where everybody is supposed to be for himself and where a dollar is (or was) a dollar, things will inevitably find their proper level sooner or later if you give them a chance—if you do not interfere too much with so-called spiritual forces which, after all, are the most important element of all.

It's a joy to have you here, Sam—especially in view of the fact that P. I. itself will be fifty years old pretty soon.

Remember, too, that the first fifty years are the hardest.



## IT TAKES GOOD MALT and lots of it . . . TO MAKE GOOD BEER

The quality of a beer depends, not on its alcoholic content, but on the malt that goes into it. You can't make good beer with a lot of poor malt. You can't make good beer with a *little* good malt. You've got to have *good* malt, and *lots of it*.

If you were a large brewer with a reputation to protect, would you order a hundred thousand pounds of *any* kind of malt? You would not. You'd specify the best—as the leading brewers do—and test it for quality.

Then why is it that so many large advertisers buy circulation for their advertising purely on the basis of *number*? Quantity counts as heavily in selling as in brewing, but it's useless without *quality*. Hundreds of thousands of readers who can't afford or don't want what you have for sale are a poor purchase in days like these.

You can buy quantity *plus* quality, if, like the leading brewers, you insist on both. You can get it in the New York Herald Tribune, for instance. Herald Tribune readers—a third of a million of them—meet what should be your greatest single requirement—*they can buy*.

For mass volume of quality buying power—choose the Herald Tribune.

NEW YORK  
**Herald Tribune**

NEW YORK—Main Office: 230 West 41st Street • CHICAGO—John B. Woodward,  
Inc., 400 North Michigan Avenue • DETROIT—John B. Woodward, Inc., New  
Center Building • BOSTON—Carroll Judson Swan, 926 Park Square Building  
SAN FRANCISCO—John B. Woodward, Inc., Russ Building • PARIS EDITION—  
*The New York Herald*, 21 Rue de Berri

# October Magazine Advertising

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Oct.	1933 Jan.-Oct.
Fortune	114	72,285	39,500	21,120	631,212	273,914
Town & Country (2 is.)	60	40,488	38,367	28,248	340,002	264,235
House & Garden	59	37,223	38,095	20,598	279,460	180,328
N. Y. Met. Edition	69	43,294	49,796	27,349	317,399	230,987
House Beautiful	54	33,882	12,250	8,261	207,970	91,304
Esquire	43	a29,114			159,514	
Cosmopolitan	65	28,010	23,654	20,612	257,981	212,249
Vanity Fair	39	24,413	15,440	14,909	227,919	130,373
N. Y. Met. Edition	43	27,020	20,417	16,963	251,303	154,736
The Spur	36	24,360	22,890	21,406	241,932	174,487
Yachting	37	23,068	14,157	15,315	279,815	184,725
Better Homes & Gardens	47	20,965	14,113	13,024	155,165	127,234
Country Life	30	20,412	15,596	22,304	178,521	142,097
Redbook	47	20,215	12,346	11,736	161,642	127,525
American Home	32	20,104	9,264	8,106	116,898	58,170
N. Y. Met. Edition	44	27,700	15,548	10,002	168,388	85,560
Motor Boating	43	18,576	15,174	18,630	258,462	202,612
American Magazine	43	18,373	18,080	18,283	193,884	174,196
Nation's Business	42	17,830	19,099	14,203	172,904	133,777
The Chicagoan	23	15,456	16,800	14,070	152,880	175,190
The Sportsman	23	b15,190	b13,867	13,335	169,526	107,039
Popular Mechanics	66	14,848	11,480	12,292	129,190	113,176
Motion Picture	32	13,922	14,622	13,132	133,949	128,725
Movie Classic	32	13,922	14,984	12,369	133,006	125,847
Popular Science Monthly	32	13,535	10,216	10,525	123,032	85,299
Banking	31	13,299				
Field & Stream	31	13,245	10,326	9,747	118,643	95,979
The Instructor	17	11,583	11,557	10,767	89,802	104,907
Sunset	26	11,261	8,000	6,185	102,006	65,475
Life	25	10,762	6,589	4,972	95,375	61,768
Modern Mechanix	47	10,711	7,344	7,446	109,753	65,674
Polo	16	10,668	10,878	11,004	106,722	98,940
Harpers Magazine	48	10,640	10,864	9,912	88,088	82,880
Physical Culture	24	10,494	10,021	10,557	90,998	85,594
American Rifleman	23	10,077	8,333	7,418	77,088	67,171
Christian Herald	15	10,066	9,609	8,113	89,344	96,381
Arts & Decoration	14	9,604	7,140	10,836	56,728	55,259
National Sportsman	22	9,576	7,378	8,728	75,804	62,519
Forbes (2 Sept. is.)	21	8,998	12,324	7,411	c96,052	c82,802
Boys' Life	13	8,982	9,968	11,740	92,409	80,605
Hunting & Fishing	21	8,842	6,568	5,897	65,475	51,275
Sports Afield	20	8,635	9,136	7,657	76,159	72,478
The Grade Teacher	19	8,467	9,226	7,555	65,891	66,471
Review of Reviews	19	8,326	8,407	10,354	61,960	63,950
Screenland	18	7,819	9,695	5,973	95,160	80,507
Silver Screen	18	7,782	9,364	6,647	94,502	72,206
American Boy	11	7,759	7,250	8,527	70,295	63,371
Outdoor Life	18	7,736	6,817	6,571	79,494	65,210
American Forests	18	7,700	2,605	2,520	42,459	29,065
American Legion Monthly	18	7,583	6,684	7,316	60,961	48,043
Extension Magazine	11	7,494	7,445	9,608	70,834	83,198
Radio News	17	7,441	6,712	7,304	69,513	55,961
Atlantic Monthly	30	6,828	8,443	7,615	55,010	57,399
Scribner's	16	6,769	8,271	6,754	49,779	53,145
National Geographic	28	6,711	4,950	4,103	71,878	54,901
The Stage	10	6,492	4,148	3,176	61,130	38,980
Modern Living	15	b6,364	5,803	4,995	66,371	49,293
Real Detective	15	6,227	5,864	4,376	60,841	56,683
American Golfer	10	6,072	6,502	4,947	119,184	73,575
Judge (Sept.)	13	5,720	4,507	4,537	c45,492	c39,991
Travel	9	5,500	5,672	5,767	67,892	60,715

(Continued on page 106)



SINCE June each issue of **FORTUNE** has been running more pages of advertising than any single issue of *any other magazine*.

**FORTUNE** has long been carrying what is generally regarded as the most fascinating and significant collection of advertisements in captivity. Now it carries *more of them* as well.

IN AN INCREDIBLY short time **FORTUNE** has become the Big Parade of advertising. Here march the important announcements of U. S. Industry and Finance, and striking presentations of many kinds of fine merchandise and helpful services.

**FORTUNE'S ADVERTISING VITALITY**—now full-fledged partner of its Editorial Vitality—adds immeasurably to its appeal and to its usefulness. It is not without significance that in the past year, running more advertising than ever before, **FORTUNE** has received vastly more evidence of readers' enthusiasm for its *stories* than at any previous time in its history. Good advertising, and lots of it, attracts more interest per copy, more readers per copy.

# Fortune

"THE \$10 MAGAZINE WITH 1,000,000 READERS"

Oct. 11, 1934

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Oct.	1933 Jan.-Oct.
Elks Magazine	13	5,434	5,005	3,575	53,440	44,874
American Mercury	24	5,403	2,928	2,834	30,646	24,871
The Forum	13	5,366	5,770	5,577	40,474	46,431
Screen Romances	12	5,331	6,777	6,006	62,987	52,417
Psychology	12	5,328	5,046	d	46,611	46,182
Uni. Model Airplane News	12	5,037	4,657	6,054	65,354	44,082
St. L'ing Detective Adventures	11	4,549	4,750	4,740	41,340	32,901
True Detective Mysteries	10	4,383	2,290	3,398	27,724	21,955
New Outlook	10	4,304	5,120	5,339	48,056	48,895
Open Road for Boys	10	4,203	5,774	8,658	42,464	60,440
Film Fun	10	4,104	5,672	6,149	53,289	44,439
Mag. of Wall St. (3 Sept. is.)	8	3,774	7,966	e4,796	e38,092	e47,441
Scientific American	8	3,555	3,127	3,861	25,907	29,432
Golden Book	15	3,459	2,085	2,240	25,064	25,652
Dell Men's Group	14	3,136	2,688	2,912	32,884	21,155
Asia	7	3,096	d	d	27,892	23,978
Munsey Combination	13	2,856	2,912	2,408	28,112	19,114
Rotarian	6	2,692	1,595	2,714	27,865	25,267
Current History	12	2,656	2,382	3,099	23,497	24,368
Picture Play	6	2,518	4,482	5,794	35,197	43,906
Street & Smith's Big 7 Group	11	2,408	2,464	2,240	21,322	18,536
St. Nicholas	5	2,300	3,116	947	24,529	29,033
Street & Smith Combination	8	1,820	896	1,288	11,676	10,108
Nature Magazine	4	1,787	2,193	4,400	23,942	26,189
The Lion	4	1,750	1,568	2,606	22,244	21,863
Blue Book	4	802	809	1,486	6,881	6,971

Totals

956,749

779,428

693,335

8,444,258

6,497,785

a Advertising pages changed from three columns (504 lines) to four (672 lines). b Large page size. c Jan.-Sept. lineage. d No issue. e Two Sept. issues.

## WOMEN'S MAGAZINES

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Oct.	1933 Jan.-Oct.
Vogue (2 is.)	147	93,109	84,619	65,348	703,626	484,850
Harper's Bazaar	114	76,370	55,213	54,690	565,246	383,696
Ladies' Home Journal	86	58,287	56,769	46,083	445,956	417,876
Good Housekeeping	127	54,318	50,122	46,543	443,932	388,336
McCall's	71	48,200	45,004	40,743	428,715	393,099
Woman's Home Companion	64	43,347	47,023	46,961	420,188	377,044
Delineator	43	29,458	28,089	25,466	243,518	254,887
True Story	49	20,885	19,110	22,234	196,487	173,016
Parents' Magazine	46	19,862	14,181	13,237	142,556	117,291
Household Magazine	24	16,098	13,553	11,428	128,674	104,358
Modern Screen	36	15,302	11,943	9,979	141,386	96,133
Modern Romances	36	15,234	11,274	9,493	135,462	93,014
Photoplay	35	15,209	13,605	15,197	141,791	134,497
Holland's	18	13,379	8,256	9,636	112,792	79,179
Tower Magazines	30	12,951	12,566	11,702	129,803	124,400
Pictorial Review	19	12,905	13,520	18,083	148,587	147,157
Movie Mirror	27	11,752	5,654	9,460	93,460	24,620
Shadoplay	27	11,697	10,874	d	105,941	a57,326
Farmer's Wife	15	10,487	11,499	9,702	99,950	91,296
Radio Stars	24	10,389	12,348	858	82,501	24,582
Junior League Magazine	24	10,263	6,833	7,210	55,719	44,337
Screen Play	24	9,954	8,961	7,710	94,886	55,902
True Confessions	24	9,940	8,918	6,547	86,484	59,826
True Romances	22	9,457	6,363	7,437	82,567	56,231
Dream World	22	9,277	5,534	7,438	79,385	54,662
Screen Book	22	9,128	8,370	6,844	86,878	55,988
True Experiences	21	9,112	4,733	b	76,852	44,846
Hollywood	19	8,136	6,302	5,382	77,129	44,713
Radioland	19	8,074	7,047	d	76,099	c16,027
Macfadden Women's Group	18	d7,823	d1,569	d	55,270	d3,210
Woman's World	10	7,120	5,836	7,926	63,479	55,743
Radio Mirror	14	5,912	d	d	38,074	d
Child Life	13	5,682	5,955	4,633	43,525	39,693
Needlecraft	8	5,100	5,410	4,476	46,874	42,585
Junior Home Magazine	7	3,069	3,457	2,128	21,677	29,156
Messenger of Sacred Heart	6	1,438	1,918	1,829	17,565	20,584

Totals

700,871

610,909

526,943

5,857,764

4,586,941

a June-Oct. lineage. b No issue. c Sept. & Oct. lineage. d Radio Mirror not included.

e July-Oct. lineage.

(Continued on page 108)

**MODERN**  
**The Q**

934

1933  
an.-Oct.  
44,874  
24,871  
46,431  
52,417  
46,182  
44,082  
32,901  
21,955  
48,895  
60,440  
44,439  
c47,441  
29,432  
25,652  
21,155  
23,978  
19,114  
25,267  
24,368  
43,906  
18,536  
29,033  
10,108  
26,189  
21,863  
6,971

,497,785  
Larger

1933  
an.-Oct.  
484,850  
383,696  
417,876  
388,336  
393,090  
377,044  
254,887  
173,016  
117,291  
104,358  
96,133  
93,014  
134,497  
29,179  
124,400  
147,157  
24,620  
a57,326  
91,296  
24,582  
44,337  
55,902  
59,826  
56,231  
54,662  
55,988  
44,846  
44,713  
c16,027  
de3,210  
55,743

39,693  
42,585  
29,156  
20,584

586,941  
Included.

*Solar*

## MODERN MAGAZINES

# GAIN 68% for 1934

carry more advertising lineage  
than any other group



Advertisers demand  
RESULTS . . . more  
and more advertisers are  
GETTING results through the  
pages of

**MODERN SCREEN • RADIO STARS • MODERN ROMANCES**  
**The Quality Magazines Reaching Mass Markets**

Oct. 11, 1934

Oct. 11,

## NATIONAL WEEKLIES (5 September Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Sept.	1933 Jan.-Sept.
Saturday Evening Post .....	223	152,060	147,980	a112,122	1,336,293	1,013,474
New Yorker .....	282	121,347	87,511	a52,358	839,039	531,579
Time .....	180	a77,570	a56,530	a41,474	773,189	505,728
Collier's .....	106	72,433	68,195	a45,040	657,035	492,818
American Weekly .....	37	70,862	a46,416	a55,683	502,539	464,120
Literary Digest .....	64	28,969	26,470	a25,977	252,333	226,250
Liberty .....	62	26,445	18,279	a16,610	218,498	164,979
Business Week .....	60	26,051	23,127	a16,672	200,021	140,866
News-Week .....	31	13,815	17,423		125,054	71,384
The Nation .....	18	a7,050	a5,500	a6,050	67,600	56,630
New Republic .....	13	a5,866	a4,407	a3,912	45,324	46,747
The Scholastic (2 is.) .....	9	3,630	4,490	b4,419	37,257	30,481
Totals .....		606,098	506,328	380,317	5,054,182	3,745,066

a Four issues. b One issue.

## CANADIAN (September Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1934 Jan.-Sept.	1933 Jan.-Sept.
Maclean's (2 is.) .....	45	31,459	25,954	32,147	285,742	255,312
Mayfair .....	41	27,731	19,058	24,280	236,658	178,811
Canadian Home Journal .....	38	26,284	24,457	22,500	237,386	207,008
Liberty (5 is.) .....	59	24,972	18,170		204,215	155,581
" exclusively Canadian .....	17	7,581			49,000	
" in comb. with U. S. ed. .....	42	17,391			155,215	
Can. Homes & Gardens .....	36	ab24,293	a13,620	13,769	143,234	129,167
The Chatelaine .....	31	21,950	18,707	18,300	201,545	159,104
National Home Monthly .....	29	20,410	18,316	19,315	182,250	143,800
Canadian Business (Oct.) .....	30	12,628	10,300	8,744	112,506	79,605
The Canadian Magazine .....	13	9,152	10,716	11,423	c116,113	c114,255
Totals .....		198,879	159,298	150,478	1,719,649	1,422,645
a Larger page size. b Aug. & Sept. issues combined. c Jan.-Oct. lineage.						
Grand Totals .....		2,462,597	2,055,963	1,751,073	21,075,853	16,252,437

+ + +

## Appoint Brisacher

The Los Angeles office of Emil Brisacher and Staff is now directing the Western advertising of the LaSalle Extension University. This agency is also directing the radio advertising of Barker Brothers, Western home furnishing establishment.

• • •

## Heads Salt Lake Committee

William A. Carter, general agent for the Penn Mutual Life Insurance Company, has been appointed chairman of the advertising and publicity committee of the Salt Lake City Chamber of Commerce.

• • •

## Death of Jerry Donahue

Jerry Donahue, publisher of the Decatur, Ill., *Review*, died suddenly while on a train at Niles, Mich. He was seventy-four years old.

• • •

## Joins Hallee

Miss Lea Maidman has joined The Hallee Company, New York, advertising, as associate member.

• • •

## Shoe Account to Cutajar

Advertising of Modease Shoes, Inc., New York, shoes for women, has been placed with Charles J. Cutajar, New York, advertising. Newspaper advertising will be conducted through dealers in cities where Modease agencies have been secured.

• • •

## Joins United Business Drives

Miss Fannie S. Bauer has been appointed manager of the dealer promotion department of United Business Drives, Inc., Chicago. She has been with the Memphis, Tenn., *Commercial Appeal*.

• • •

## Names Carter-Thomson

The Franklin Research Company, Philadelphia, manufacturer of Rubber Gloss floor wax, shoe wax, etc., has appointed the Carter-Thomson Company, of that city, to handle its advertising account.

• • •

## With Hartford Agency

Ira S. Eintracht has become associated with the Julian Gross Advertising Agency, Hartford, Conn.

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Lauren

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Oct. 11, 1934

PRINTERS' INK

109

## THE STUYVESANT BUILDING GROUP

1933  
Jan.-Sept.

,013,474
531,579
505,738
492,818
464,120
226,250
164,979
140,866
71,384
56,630
46,747
30,481
3,745,066

1933

Jan.-Sept.

255,312
178,811
207,008
155,583

129,167
159,104
143,800
79,605
e114,255

1,422,645

6,252,437

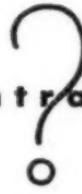
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wait 'til contracts  
are signed



The extensive nation-wide program of building and remodeling for next spring is being planned now. Sketches and ground plots, house plans and specifications for thousands of homes are being drafted; next spring the ground will be broken, contracts let and work underway.

How many of these construction projects will use your quality building material and equipment? How many home owners and architects will specify your product? Today, you can place your selling message before the important American families of active wealth—today you can cover the architects they are consulting—before the contract is let.

THE STUYVESANT BUILDING GROUP (House Beautiful, American Architect, Town & Country) offers you first contact with over 127,350 potential buyers of quality building materials. Sell them now, in THE STUYVESANT BUILDING GROUP before they sign on the dotted line.



## THE STUYVESANT BUILDING GROUP

House Beautiful • American Architect • Town & Country

Laurence A. Weaver, DIRECTOR GROUP SALES

372 MADISON AVENUE • NEW YORK

## The Little Schoolmaster's Classroom

A RECENT advertisement of Odo-ro-no has an unusual sales angle. It appeared in a business paper going to readers in the dry goods field and was headed, "Ready-to-Wear Buyers Try This Method of Halting Dress Returns at No Expense to You."

The copy then pointed out that countless adjustments are the result of the return "because of faulty material" of dresses which have been damaged by perspiration.

The copy continues, "Odo-ro-no has a remedy for this problem . . . a leaflet, to be packed with every garment sold, telling of perspiration damage—and how to avoid it. Imprinted with your firm name, it means adjustment insurance without cost to you. We furnish it *free*, in any reasonable quantity you may wish."

At the bottom is a coupon on which the buyer can send in his request for the leaflet in quantities.

\* \* \*

In a recent mail the Schoolmaster received two quite similar books although they dealt with such dissimilar subjects as trapshooting and Hallowe'en parties. The first book, published by the Hercules Powder Company, Inc., is a manual of skeet and trapshooting. Its table of contents will show its scope:

"Trapshooting  
"Description—Trap Layout—  
Purchasing Equipment—Selecting Gun and Load—Velocity of Clay Targets—Shooting Down the Line—Shooting Position—Hitting the Bird—Flinching—Arranging Tournament—Handicapping Systems—Money Division Systems—Ama-

teur Trapshooting Association—Publicity—Model Constitution and By-Laws.

"Skeet . . .  
"Description and Origin—Varia-

### Ready-to-Wear Buyers

#### TRY THIS METHOD OF HALTING DRESS RETURNS

### ...at No Expense to You

Perspiration. It mottles pretty! It stains colors. It soaks linens. It wears away fabric easily. And it causes numerous adjustments of what dresses, damaged by perspiration, are returned "because of faulty material."

But every adjustment manager knows the trials suffered by womenfolk. To guard themselves from the inevitable effects of perspiration, many women who wear Odo-ro-no garments find that their garments are protected from perspiration stains and odors.

Odo-ro-no has a remedy for this problem . . . a leaflet, to be packed with every garment sold, telling of perspiration damage—and how to avoid it. Imprinted with your firm name, it means adjustment insurance without cost to you. We furnish it *free*, in any reasonable quantity you may wish.

Put this information into the hands of every dress customer . . . at no expense to you. It's worth a trial. Isn't it? Mail the coupon.

**ODO-RO-NO**

The Hercules Company, Inc., 101 Hudson Street, New York

Send me the free leaflet, "Description and Origin of Odo-ro-no."

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Check for amount of \_\_\_\_\_



tions—Determining Gun Fit—Skeet Guns (Types and Gauges)—Laying Out the Field—Trap Installation—Protection for Trap Boys—Club House—Electric Timers—Purchasing Equipment—Shooting a Round—Procedure of Shooting—Doubles—Proof Doubles—Rules and Regulations—Special Rules—Registration of Shoots—Skeet Tournament Programs."

Incidentally, the book is liberally illustrated with pictures admirably chosen to illustrate the points brought up in the text.

The second book "Hallowe'en Parties" is being sent out by the Dennison Manufacturing Company.

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Again let us quote the titles from the table of contents:

"For the Night of Ghosts and Goblins; Hallowe'en Bridge; Hallowe'en Bridge Luncheon; Hallowe'en Buffet Refreshments; Hallowe'en at the Club; Decorations for the Hallowe'en Dance; Hallowe'en Banquet Tables; The Children's Hallowe'en; A Hallowe'en Party in a Jiffy; Hallowe'en Hullabaloo; Traditional Hallowe'en Games and Stunts; Dennison Hallowe'en Goods."

This book is also liberally illustrated with photographs and pictures in a second color.

Obviously the two books have much in common, representing as they do a combination of selfish and unselfish effort characteristic of a great deal of material advertisers are sending consumers.

Of course, Hercules will benefit greatly by the increase in skeet and trapshooting, but a number of other manufacturers will benefit indirectly through the efforts of Hercules to increase interest in an outdoor sport that is growing rapidly in popularity.

The Dennison book devotes quite a bit of its contents to Hallowe'en stunts in which the company's products play no part. It even gives suggested menus for Hallowe'en parties and in various other ways encourages the sale of the merchandise of other manufacturers.

• • •

When New York State launched its \$500,000 milk advertising campaign an unusual opportunity was presented to dealers in allied products. By tying up local advertising with the State drive they could take advantage of the interest aroused by the latter to increase their own sales.

In the pages of "Cold Selling

## FLYING ACES goes ABC

**63,220 NET PAID GUARANTEED**

• • • 67 W. 44th St., New York

### Spanish Copy Writer and copy translator

now employed. Nine years' unusual well-rounded export advertising and selling experience with major advertising agencies and manufacturers. English and Spanish sales correspondent. Translates from Portuguese and French. Age 32. Graduate engineer educated in this country and abroad. Seeks position of responsibility with ample opportunity to exercise creative ability in the Spanish Advertising field. Address "A," Box 263, Printers' Ink.

### I've made Big Money for Advertising Agencies

by my copy, plans and follow through service, which made advertising pay and developed accounts. 25 years' experience. Now with Chicago agency. Seek new connection, with mid-west agency or advertiser, on mutually satisfactory basis. Address "Z," Box 264, Printers' Ink.

### ACCOUNT EXECUTIVE

Progressive, medium size New York advertising agency, centrally located, with list of high grade accounts. A1 reputation, complete recognition, now operating profitably, desires to expand. Will take on a man of responsible ability who can be depended upon for a reasonable amount of actual current business.

Unusually attractive terms to the right party. Our employees are familiar with this offer.

*Write, giving details, for appointment.*

"Y," Box 262, Printers' Ink

EVERYTHING FOR THE ADDRESSING AND DUPLICATING MACHINE  
ECONOMY · QUALITY · SERVICE

PLATES - EMBOSsing  
FRAMES  
RIBBONS - CARDS  
CABINETS  
DRAWERS

*Nasco Products*

STENCILS · INKS  
BLANKETS  
CORRECTION FLUID  
· TYPES  
PAPERS

NATIONAL ADVERTISING CHANIN BUILDING SUPPLY COMPANY, INC.  
NEW YORK CITY

## Exceptional Opportunity for Retail Sales Promotion Executive Who Can Write!

A once in a lifetime opportunity exists for a man with vision, energy, merchandising sense and ability to write copy that can stand out as No. 1 in pulling power and brilliance. This man must know women's fashions particularly well, but a well-rounded experience in addition is essential. He must be resourceful and have ability to handle people. Complete record of experience and accomplishments necessary in first letter. If you have the ability to visualize and write as described above I would like to talk with you. Address "B," 265, Printers' Ink.

### WANTED— EXPERT COPY MAN

Unusual opportunity with growing company located in western city, doing an annual business of ten million dollars.

Prefer man who has had sound background of direct-mail selling. Ability to think clearly and get the job done absolutely necessary.

Submit résumé of experience and specimens of work in first letter. Also references, age, married or single, size of family and earliest date you can report. Address "D," Box 267, Printers' Ink.

### RAPID COPY-FITTER

Saves time, eliminates tedious calculations. Two charts tell in a few seconds the exact space your copy will occupy in type. Move an indicator and read the answer—the charts do the figuring. Covers 80 type faces—6 to 18 point.

Write: CLYDE B. CLASON,  
o/o Electrical Dealer  
380 N. Michigan Avenue, Chicago

Talk," magazine of the Westinghouse Electric & Manufacturing Co., the Schoolmaster came across one example of how this was done.

The Alex F. Jones Electric Co. of Syracuse, N. Y., deals in Westinghouse refrigerators. While the local papers were still full of articles on milk and the milk drive this wide-awake company inserted an advertisement on the value of milk. Adjoining it was an article which, among other things, mentioned the fact that the Pasteur Institute had recently purchased eleven Westinghouse refrigerators for use in experimental work with milk. A voluntary effort of this sort on the part of a dealer to cooperate with the State in its campaign created valuable good-will, and at the same time, brought the name of the company and its product to the attention of an audience in a receptive frame of mind.

• • •

That always excellent house magazine, "The Pepperell News Sheet," in its September issue has another suggestion for manufacturers showing them how they can use their house magazines as samplers.

In the upper left-hand corner of the first page is a two-column box headed "For Next Spring's Fancy" and pasted in a space reserved for them are two swatches showing patterns of 1935 Pepperell Suitings. Below is a caption referring the reader to another page where he will see pictures of other samples.

The swatch idea makes the first page of the magazine stand out and thereby gives it added interest.

Of course, the majority of products are not suitable to this type of sampling, but where the product is one that can be sent out in swatches and where the magazine is not mailed second-class, there are opportunities in this idea.

• • •

When the World Series was added this year to the roster

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Oct. 11, 1934

## PRINTERS' INK

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of sponsored programs, Judge Kenesaw M. Landis, high priest of baseball, took steps to keep the broadcasts free from an excess of commercialism. Hence, Mr. Ford, who paid \$100,000 for the sponsor's privilege, was curbed from advertising at too frequent intervals. Commercial announcements, the Judge decreed, were to be made no more often than every three innings.

The Schoolmaster wonders if the shrewd Mr. Ford hasn't once again given here another demonstration of his well-known business acumen in the selection of Ford Bond as one of the announcers. For several wide-awake members of the Class report that they were considerably amused at the broadcasting of the alternate announcers who meticulously omitted no opportunity, in introducing Mr. Bond, to hail him with a choice variety of salutations, such as, "Here comes Ford," "And now for Ford," or simply the laconic "Ford!"



### Babson Official Thinks PRINTERS' INK Is a Necessity

BABSON INSTITUTE  
BABSON PARK, MASS.

*Editor of PRINTERS' INK:*

I have been away from my office for the last three months. After I came back and finished up the work which was most pressing, I dug into the accumulated issues of PRINTERS' INK which my secretary had arranged in order for me to read.

This last week-end I finished them up to date and thought that I ought to write and tell you how adequately your articles seem to cover the important developments in the field of advertising, and how necessary the magazine seems to be to anyone who would keep up on this field.

I have been a subscriber for a number of years and probably will so continue.

H. H. SHIVELY,  
*Director of Marketing.*



### New Addresses

Atlantic Advertising Company, Brooklyn, N. Y., has opened a New York office at 220 West 42nd Street.

*Mida's Criterion*, a Gillette publication is now located at Suite 2312, 420 Lexington Avenue, New York. The editorial staff has been moved from Chicago and is located at that address. Main advertising office remains at 400 W. Madison Street, Chicago.

### BUSINESS OPPORTUNITIES

**RESPONSIBLE PUBLISHER** wants additional publications in trade or class field. Correspondence strictly confidential. M. Malone, 22 East 12th St., Cincinnati, Ohio.

**TRADE PAPER PUBLISHER** Wishes to buy one or two trade papers. Also invites correspondence with trade paper publishers wishing to save money on printing office and sales overhead. Box 980, Printers' Ink.

### HELP WANTED

#### COPY—PROMOTION

Publication needs a man with ideas and a gift for turning them into readable copy. Experience in merchandising field desirable. Write fully about your background and salary desired. A sample of your work would help. Box 979, P. I.

### MISCELLANEOUS

**Reproductions** of Sales Letters, Diagrams, Pictures, Bulletins, Testimonials, etc. \$1.50 per 100; additional hundreds 20¢. Cuts unnecessary. Samples. Laurel Process Co., 480 Canal St. WALKER 5-0530.

### POSITIONS WANTED

#### 3-in-1

Alert promotion, publicity man, trade paper editor, now employed, seeks opportunity. Full, part time. Knows copy. Box 985, Printers' Ink.

**ARTIST-ART DIRECTOR — WIDE EXPERIENCE—CONNECTION WITH NEW YORK AGENCY OR PUBLICATION. PART TIME BASIS.** BOX 981, PRINTERS' INK.

#### 66 PER CENT OFF

\$40 a week gets the best that is in this seasoned trade, technical and industrial advertising man. Graduate engineer. Excellent experience. Box 983, P. I.

### FORMER PRESIDENT

AGE 34, WANTS TOUGH SALES JOB WITH OPPORTUNITY. BOX 982, PRINTERS' INK.

**Art and Production Executive** with extensive knowledge printing operating practices, plates, paper, magazine make-up, Costs, Estimates, Creative ability, attractive layouts. Type versatility, Art-work, Energetic, Dynamic. Box 978, P. I.

**Young woman**, desires responsible position. Knowledge office detail, Filing, Elliott Fisher Billing, Telephone Operator, Credit Correspondence, Cashiering, Coding-decoding cablegrams; Typewriting. Nine years last position. Opportunity desired. Reference Vera Edwards, 2177 Walton Avenue, Bronx, N. Y.

**E-X-P-A-N-D-I-N-G?**

**Sales Promotion Director.** Select and train salesmen. Develop—sales manual, portfolio, selling aids. Co-ordinate—selling, advertising, home office detail. Create, promote, follow thru merchandising program. Young, capable, free to travel. Employed, seek broader opportunity. Box 984, Printers' Ink.

Oct. 11, 1934

Oct. II,

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*No responsibility is assumed for any omission.*

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Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF MARCH 3, 1933, OF PRINTERS' INK, published weekly at New York, N. Y., for October 1, 1934.

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared David Marcus, who, having been duly sworn according to law, deposes and says that he is the Business Manager of PRINTERS' INK, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, G. A. Nichols, 185 Madison Ave., New York, N. Y.; Managing Editor, C. B. Larrabee, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc.; Estate of John Irving Romer; K. N. Romer; Richard W. Lawrence; Roy Dickinson; Douglas Taylor; David Marcus; all of 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

David Marcus,  
Business Manager.

Sworn to and subscribed before me this 1st day of October, 1934.

Eugenio Peers Hisano,  
Notary Public, City of New York.  
(My commission expires March 30, 1935.)

*to the man who feels  
that there MUST BE—  
somewhere—a BETTER  
printing service*

YOU ARE RIGHT ..... THERE  
is a much better service than the  
average ..... Maybe it is a  
lot better than you can imagine  
..... Certainly we try hard to  
make it that good.

..... AND YOU ARE INVITED  
to test it out.

Phone MEdallion 3-3500

**CHARLES FRANCIS PRESS  
PRINTING CRAFTS BUILDING  
461 EIGHTH AVE., NEW YORK CITY**

# SUPREME IN CHICAGO

During the first nine months of this year the Chicago Tribune led all Chicago newspapers in

**RETAIL  
GENERAL  
AUTOMOTIVE  
FINANCIAL and  
TOTAL ADVERTISING**

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

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Advertis  
NEW YO  
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